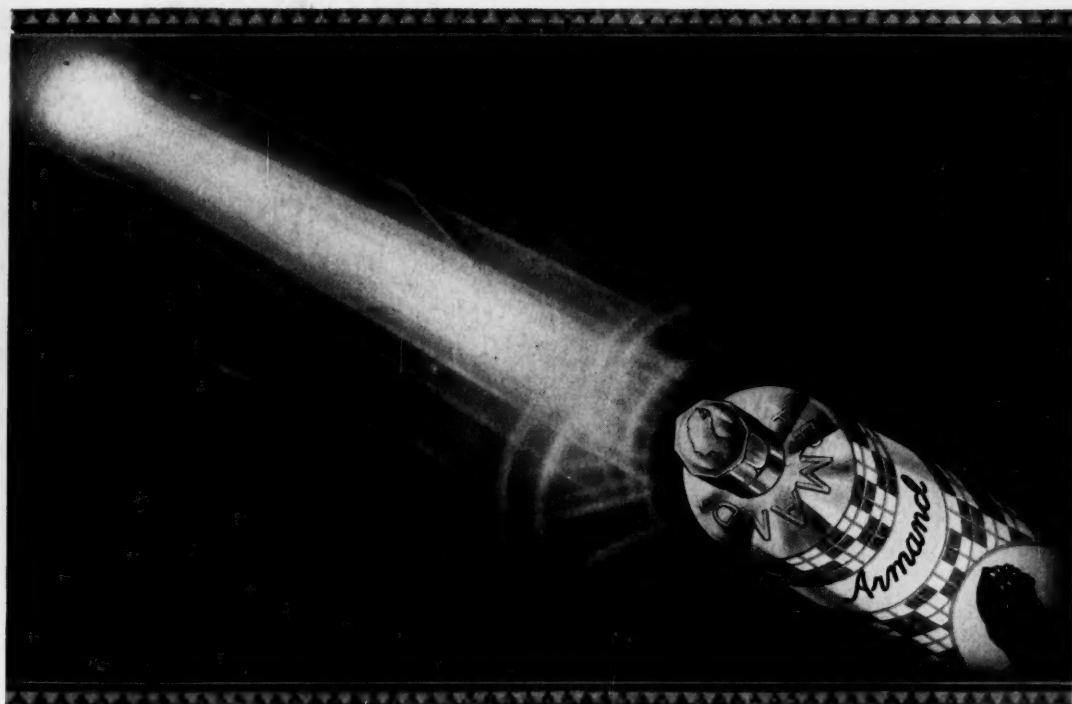


# MODERN PACKAGING



# CONSOLIDATED PAPER COMPANY'S MODERN PACKAGES



## Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

## Plain Shells

For light-wrapped packages.

## Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

## Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

*An opportunity to serve you will be appreciated*

**CONSOLIDATED PAPER COMPANY**  
MONROE, MICHIGAN

SALES OFFICES IN FOURTEEN PRINCIPAL CITIES  
Branch Plants: Aurora, Ill., River Rouge, (Detroit District) Mich., Cincinnati, (Pittsburgh District) Pa.

**700 TONS  
DAILY PRODUCTION**



# Will your Product Dry Out?

*Here is Photographic  
Proof that it Might*



**T**HERE is no food product that is not affected by atmospheric conditions, varying, of course, with the location. Hot, dry climates will cause a loss of moisture and humid atmosphere causes absorption. Either results in a deterioration in the original salability of your product.

The surest sales protection against loss or absorption of moisture in the proper waxed wrapper.

The above illustration shows two packages, one with and one without a waxed wrapper, which were kept in a warm room for eleven days under identical conditions. This picture speaks for itself and you can readily see why the proper waxed wrapper is such a valuable aid in selling.

Our research department will gladly co-operate with you in finding the proper protective wrapper for your product.

**KALAMAZOO  
MICHIGAN**

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**

# MODERN PACKAGING

*For the Service of those Industries where Packaging is a Factor*

VOLUME 3

FEBRUARY, 1930

No. 6

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*THE illustration on the front cover of this issue shows a tube used to merchandise a well-known cosmetic preparation. Reproduced by courtesy of the Aluminum Company of America.*

*A report on the progress being made in developing packages for use in shipment via air express is featured on page 52. This phase of packaging is receiving considerable attention at the present time and it is expected that future developments will result in greater economies in transportation charges.*

**BRESKIN & CHARLTON**  
**PUBLISHING CORPORATION**  
11 Park Place, New York, N. Y.  
Publishers also of "Packaging Catalog"  
and "Modern Boxmaking"

Telephone: Barclay 0882-0883

**Western Office:**  
307 N. Michigan Ave., Chicago, Ill.  
Telephone: State 3580

Australian Agents: Technical Journals  
Ptg. Ltd., 422 Collins St., Melbourne

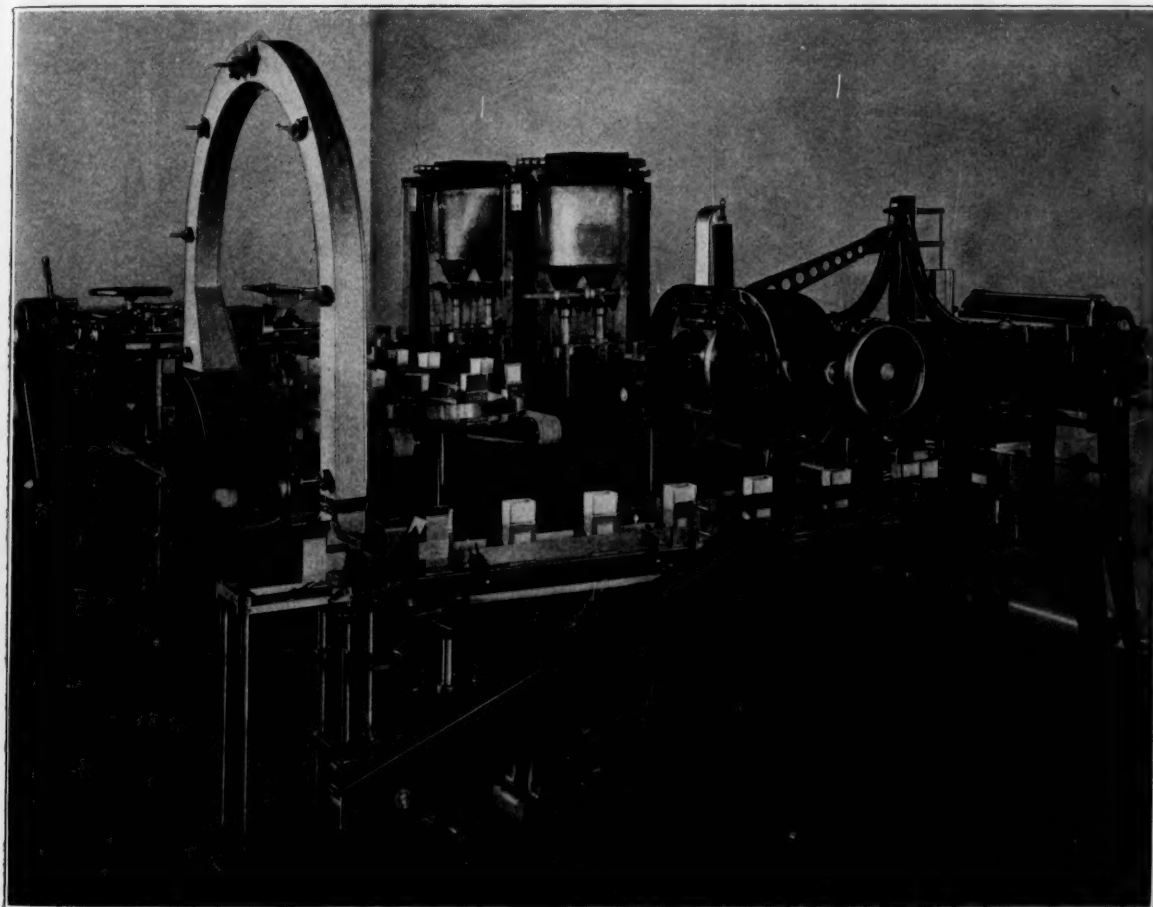
Subscription \$3.00 per year  
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Canadian \$3.50 Foreign \$4.00

*Published on the tenth of each month*

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## a visiting engineer at this Chicago Plant, says~



"During our long stay in the plant, there was no sign of a spill, and the weights were running within one thirty-second of an ounce variation, the majority being right on the dot. The man in charge volunteered the statement that they do not average one spill for every two days, operating at 60 cans per minute which is the output of this M N."

Only one operator is required, and the machines are easily adjustable to several sizes of lined cartons as well as cans. Floor space is less than 13' x 26'.

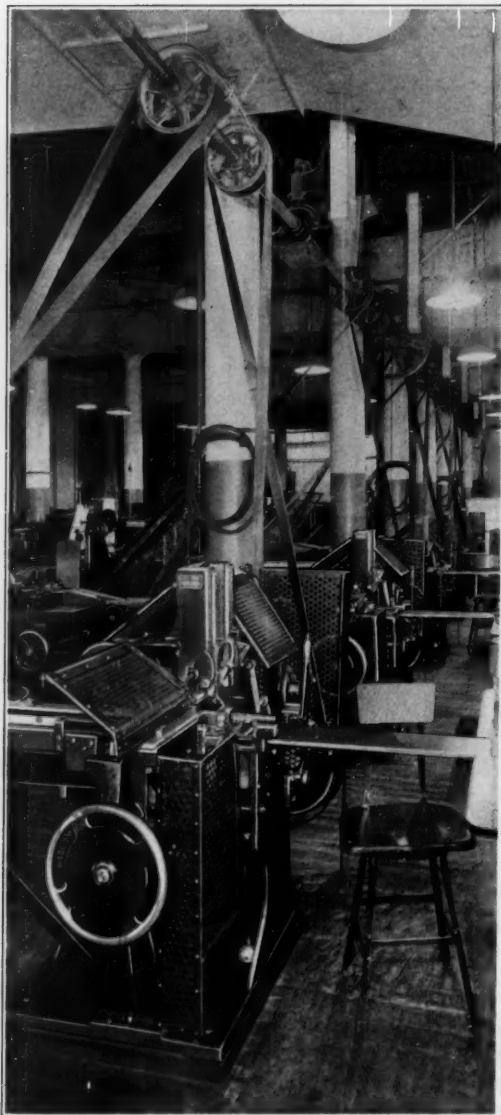
*You can easily apply the adaptability of National Packaging Machinery to your plant, with a substantial profit, as our certified operating and maintenance surveys will show you.*

**NATIONAL PACKAGING MACHINERY COMPANY**  
477 WATERTOWN STREET      NEWTONVILLE, BOSTON, MASS.

---



# REDINGTON



## *A Force for* **War on Waste** *in Packaging Methods*

**WASTE!** It is the thief of profits, the nightmare of the production man, the enemy of good business. For 33 years, Redington Packaging Machines have waged an unceasing war on waste in packaging. They have eliminated hand labor, displaced undependable, slow mechanical devices and made possible better, more hygienically packaged products. They have developed new selling angles with novel or improved wraps, saved thousands of dollars a year in wrapping materials and made possible production records not thought possible until now.

Ask yourself candidly, "Is hand labor or obsolete machinery wasting away our profits?" Our Engineering Staff can help solve this problem as it has helped hundreds of others. Write us about it—there's no obligation.

F. B. REDINGTON CO.

*Established 1897*

110-112 So. Sangamon St., CHICAGO, ILL.

Photographed at the left is the row of Redingtons in the factory of Walter Baker & Co., Inc., Dorchester, Mass., where since 1921, Redington Packaging Machines have played a vital part in the production of Baker's Premium and Caracas Chocolate.



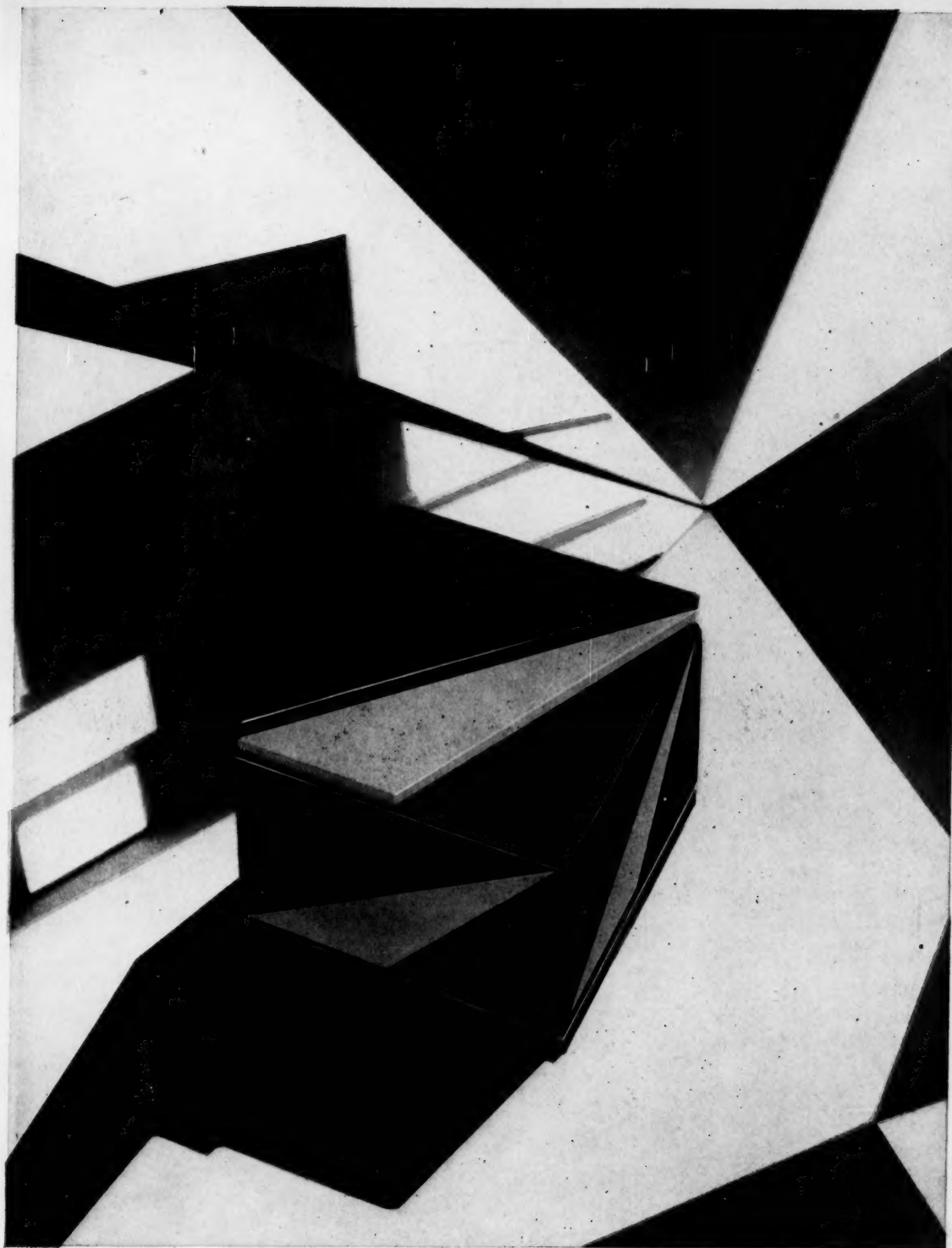
## PACKAGING MACHINES



*Custom Built for*  
**Cartoning—Packaging  
Labeling—Wrapping**







BURT "SPOTLIGHT" Boxes permit unusual  
window dressing where the package is the salesman.  
Once again proving the value of Burt personalized packages.

F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

*Manufacturers of Fine Set Up Boxes*

BURT DESIGNS and CREATIONS



FOUR BOXES---each one individual in its own field yet  
all possessing the basic need of modern merchandising---  
--- ORIGINALITY.

F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

*Manufacturers of Fine Set Up Boxes*

BURT DESIGNS and CREATIONS

Prepared and printed by  
"Modern Packaging"  
Service Department,



# Headquarters for ADHESIVES

---

Glues, Pastes and Gums for labeling, wrapping,  
sealing and all kinds of packaging operations.

Quality, Reliability and Uniformity backed by a  
reputation of almost fifty years.

Tell us about your adhesive problems and  
we will be glad to send you samples.

---

## The ARABOL MANUFACTURING COMPANY

Executive Offices: 110 East 42nd St., New York

Eastern Factory at Brooklyn, N. Y.

Western Factory at Cicero, Ill.

Philadelphia Warehouse  
620 S. Delaware Avenue

Boston Warehouse  
12 Commercial Wharf

... "we would not hesitate to recommend it"



C. W. HIBBERT  
General Manager of Challenge Cream and Butter Association

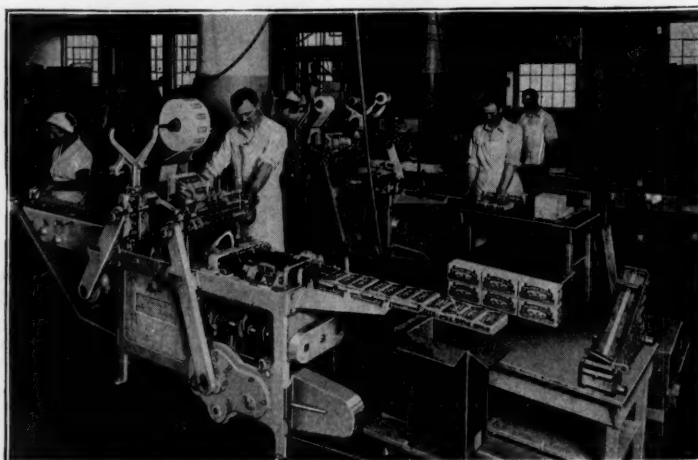
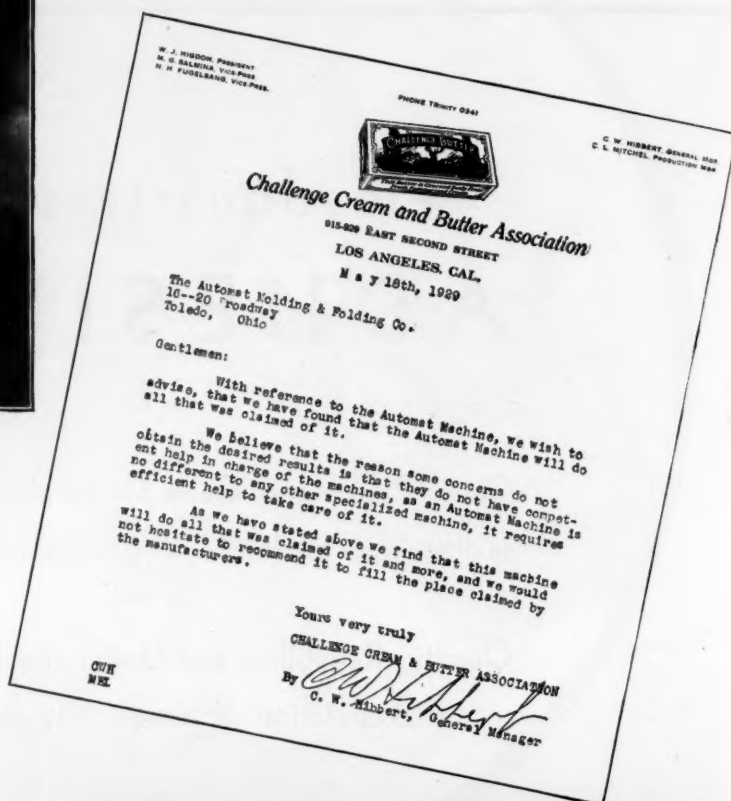
THE greatest endorsement any equipment can possibly receive comes from those who use it day in and day out under actual working conditions.

When highly specialized automatic machinery like Automat equipment is recommended by users, your good business judgment should suggest that you at least investigate what it could do for you and your business.

We are always glad and willing to discuss printroom problems with creamery executives. Feel free to call upon us any time.

### THE AUTOMAT MOLDING AND FOLDING CO.

Principal Office and Factory  
16-20 Broadway, Toledo, Ohio



# AUTOMAT

PRINTING WRAPPING & CARTONING EQUIPMENT

Eastern Sales and Service Office  
372 Chambers St., New York City

Western Sales and Service Office  
306 Calo Building, Los Angeles

Modern Packaging



# Paterson Vegetable Parchment helps these products sell faster ... with this keymark



**P**ACKERS who protect their products with Paterson Genuine Vegetable Parchment enjoy an extra advantage. They can identify their wrapper by this nationally advertised Keymark; a symbol which is becoming known everywhere among American men and women as an index to well-protected foods.

This co-operation is available only to users of Paterson Vegetable Parchment. To-day hundreds of leading packers are showing the printed keymark on their parchment wrappers. Paterson Parchment Paper Company, Passaic, New Jersey. Sales Branches: Chicago—San Francisco.

You can have the Keymark on your printed wrapper at no extra cost. Write for full particulars.

Quality brands are "Paterson Parchment Wrapped."



Celery keeps crisp . . . fresh . . . in the Paterson Parchment wrapper.

Helps keep all the flavor and aroma.



Preserves the delicate color and flavor of canned fish.



Paterson Parchment wrappers protect the leading brands.



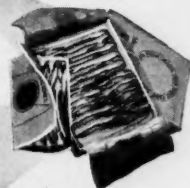
Fresh milk in transit is protected by this gasket.

Sure protection for ice cream.



Leading hams are "Paterson Parchment Wrapped."

Keeps bacon fresh . . . savory.



Identifies your favorite brand.



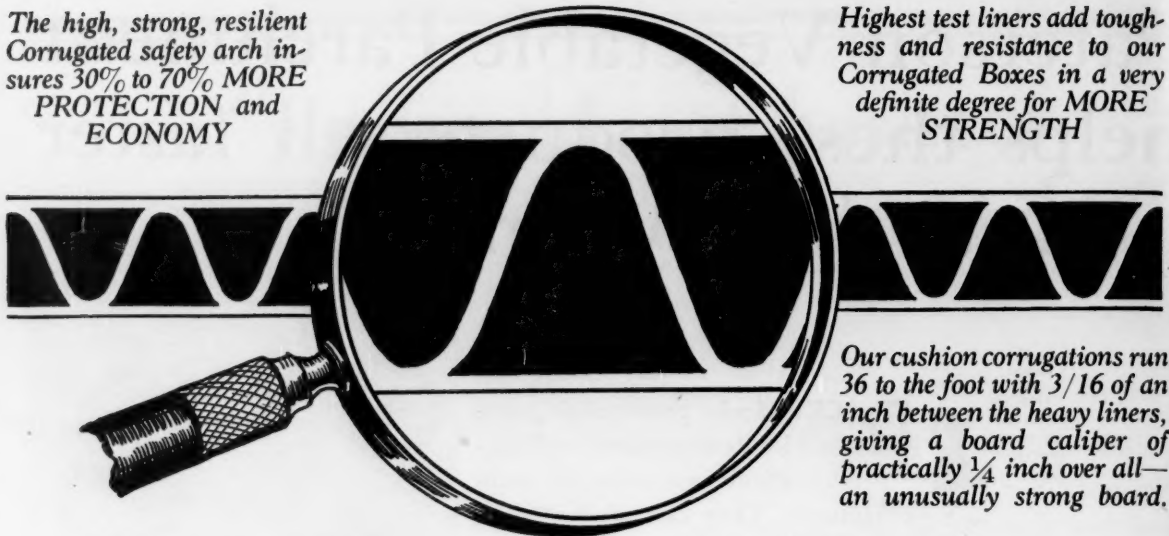
Paterson Parchment wrappers have helped popularize fillets of fish.



Follow our pages in *The Saturday Evening Post* and see how they work to your advantage.

**PATERSON · Genuine · VEGETABLE · PARCHMENT**  
THE INSOLUBLE WRAPPER FOR DELICATE FOODS

The high, strong, resilient  
Corrugated safety arch in-  
sures 30% to 70% MORE  
**PROTECTION** and  
**ECONOMY**



Highest test liners add tough-  
ness and resistance to our  
Corrugated Boxes in a very  
definite degree for **MORE  
STRENGTH**

Our cushion corrugations run  
36 to the foot with 3/16 of an  
inch between the heavy liners,  
giving a board caliper of  
practically 1/4 inch over all—  
an unusually strong board.

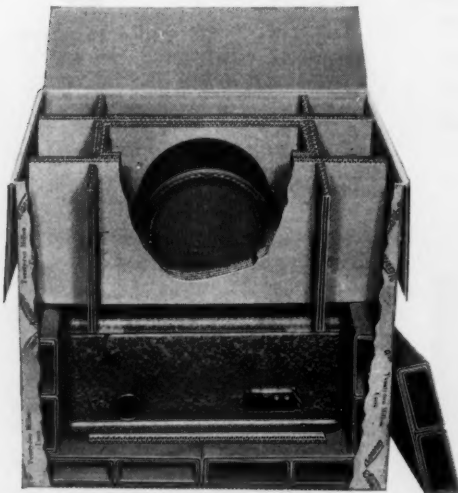
## Better Boxes Pay Dividends in Reduced Shipping Costs

**I**T is a well known fact that cheap fibreboard shipping boxes are more expensive in the long run than quality boxes built primarily for hard service. Slap-dash boxes, sold at an attractive low price, are sources of trouble and this fact shippers of merchandise in fibreboard

boxes know to be generally true. Shippers who buy quality boxes from reputable makers always experience less trouble than those who consistently buy at "rock-bottom prices" and it is logical that the best wares—whatever the merchandise may be—are never the cheapest in construction or price, and the wear is in proportion to the quality.

In our processing of **corrugated and solid fibre shipping containers** we aim at quality—always at quality. Shippers, by using quality boxes, benefit by making definite savings and where we have access to their plants we often find we can make still greater savings by suggestions offered from our great store of experience.

We will be glad to figure with you on your requirements and help solve your packing and shipping problems, and don't forget—we furnish quality boxes only and prescribe from our great variety of regular and special types as required to fill your needs. If you write, refer to Department 19 for quick service.



How a delicate radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.

## CONTAINER CORPORATION OF AMERICA

AND

### MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS

Six Mills—Twelve Factories



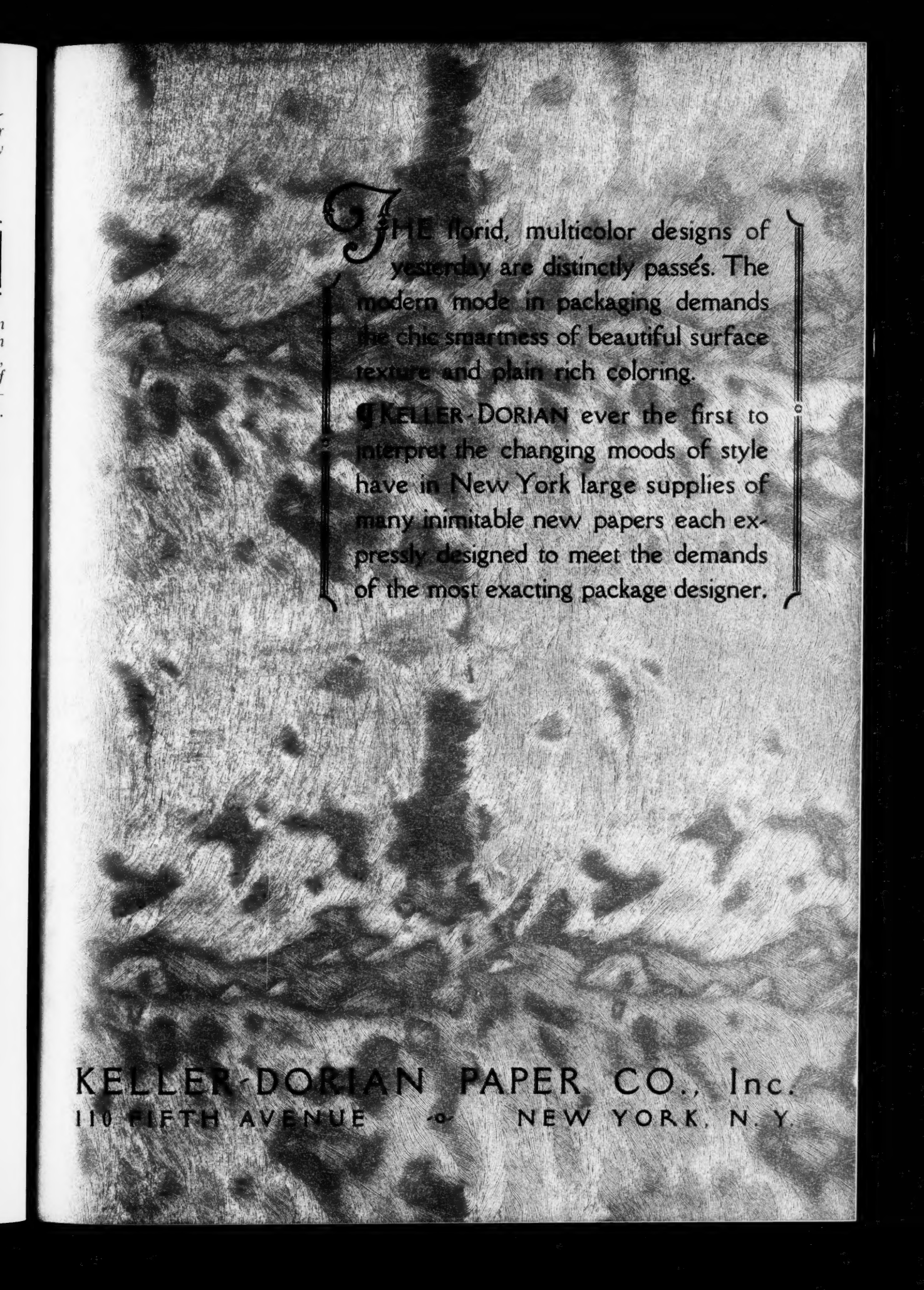
Capacity 1200 tons per day



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THE florid, multicolor designs of yesterday are distinctly passés. The modern mode in packaging demands the chic smartness of beautiful surface texture and plain rich coloring.

KELLER-DORIAN ever the first to interpret the changing moods of style have in New York large supplies of many inimitable new papers each expressly designed to meet the demands of the most exacting package designer.

KELLER-DORIAN PAPER CO., Inc.  
110 FIFTH AVENUE NEW YORK, N. Y.

...the most exacting package designer  
...designed to meet the needs  
...the most exacting package designer  
...designed to meet the needs  
...the most exacting package designer  
...designed to meet the needs

KELLEY-DORRAN LAMAR CO. INC.  
NEW YORK, N. Y.

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Fe

# Colgate, too ... demands packaging efficiency

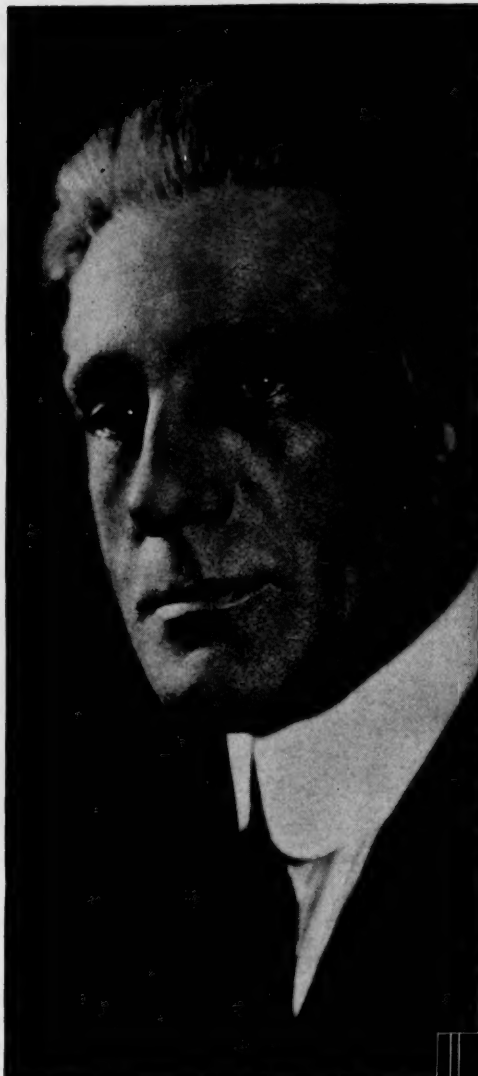
TODAY, more than ever before, manufacturers realize the importance of efficient packaging. Mass production, intensive competition, narrow profit margins have made packaging speed and accuracy important factors in final costs and profits.

Warren Davey, engineer of the Colgate-Palmolive-Peet Company voices the new thought when he says "Elimination of waste and high efficiency in every phase of production must be consistently practiced if a manufacturer is to survive in the face of present-day competition." And to carry out these policies in their immense packaging operations the Colgate-Palmolive-Peet Company use Pneumatic Packaging Machines. They bought their first Pneumatic machine in 1908, and continued to buy them as their production increased until today they have 164!

Not only Colgate-Palmolive-Peet, but Cream of Wheat Co., Salada Tea Company, Sun-Maid Raisin Growers, Carter's Ink Company—in fact practically all of America's leaders in mass production use Pneumatic Scale Machines as the most economical and efficient packaging or bottling method.

Built on the basis of unit design the Pneumatic Scale System of Packaging Machinery is equally adaptable to the large or small manufacturer.

An interesting presentation of Pneumatic Scale Packaging Machinery . . . printed in full colors and featuring a story of service to America's leaders in mass production, has just been issued. Write for this new book, "An Interview."



**WARREN DAVEY**

Engineer . Jersey City Plant

Colgate - Palmolive - Peet Co.

"ELIMINATION of waste and high efficiency in every phase of production must be consistently practiced if a manufacturer is to survive in the face of present-day competition. We use Pneumatic Scale Corporation Packaging Machinery because it does the work with the absolute minimum of waste, practically no human attention and at an adequate speed to meet our needs."

AMERICA'S  
LEADERS  
IN MASS  
PRODUCTION



# PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.



# MONITORS

## Live up to the Name



Monitor machines promote efficiency in the plant of Robert Gaylord, Inc., St. Louis, Mo.

### *They Set the Standard in Stitchers*

The very name "MONITOR" implies leadership—an example for the trade—a standard by which all other stitchers are judged.

And MONITORS, through their sterling performance, *live up to the name*. They're the leaders for speed, accuracy, economy and dependable long life. Their giant staple-stitch is strong and reliable; swift and sure—their operation is easy and simple—their endurance is amazing and free from costly upkeep.

20 boxes a minute—that's speed! No need for a skilled, big-pay operator—that's economy! Years of faithful service—never a halt or delay—that's efficiency! These are the features that make MONITORS profitable in any packing room—that make them the standard in stitchers.

Decide now to find out what MONITORS can do for you. Learn why they are used exclusively by America's best concerns—Get all the details. Sign and mail the coupon—today!

#### LATHAM MACHINERY COMPANY

1143 Fulton Street, Chicago

NEW YORK  
461 Eighth Avenue

PHILADELPHIA  
The Bourse

BOSTON  
531 Atlantic Ave.

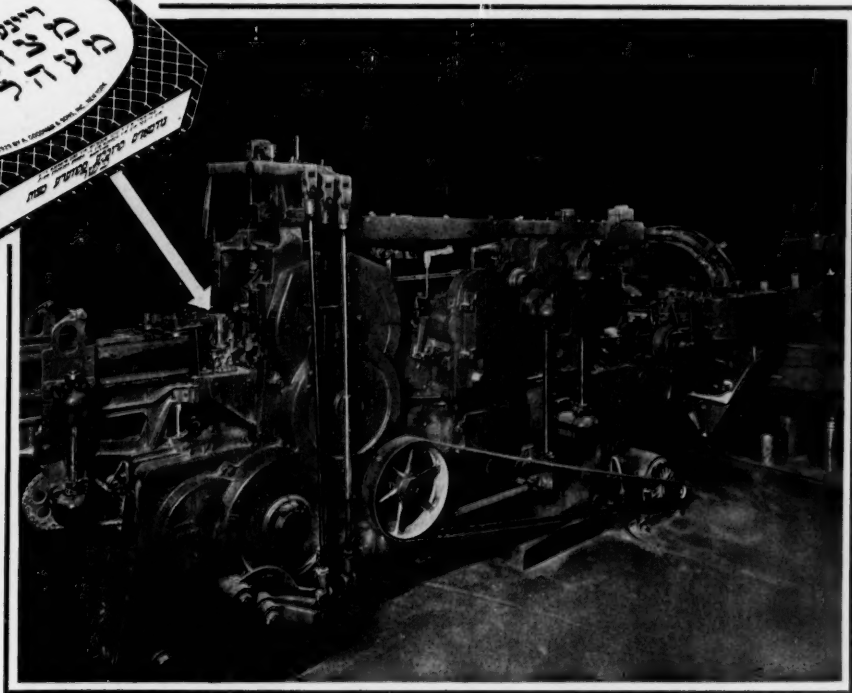
Tear off  
and mail  
this  
Coupon

Latham:  
Tell us all about MONITOR  
Box Stitchers and give  
names of users. (1143)

Name.....  
Address.....  
City.....State.....



# SAFEGUARDING A PRODUCT AND A NAME



A Research Laboratory working in the interests of one of the larger food manufacturing combinations and in search of a package of maximum tightness, thoroughly investigated the various forms of paper packages and finally decided that the Stokes & Smith tight-wrapped package was the only one which would completely meet their need.

**M**OST stringent, among sanitary regulations, is the Hebrew Dietary Law. A. Goodman and Sons, enjoying a national reputation as producers of "Kosher" products, safeguard both their product and their name with Stokes and Smith tight-wrapping machinery.

They, as well as many others, have found that Stokes and Smith machinery more than merits, in actual performance, the claims we make for it.

The trim, clean cut package, the product within being unimpaired, results in a large increase in sales.

Investigate today what Stokes and Smith tight-wrapping will do for your product.

FILLING MACHINES—  
CARTON SEALING MACHINES—WRAPPING MACHINES


## STOKES & SMITH COMPANY

### PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.  
LONDON OFFICE—23 GOSWELL RD.

Among advertising space buyers  
the prime consideration is

# READER INTEREST!



PURITAN CLEANSER LINDOLIN CLEANSER LIQUID SOAP JELLY SOAP METAL POLISH	PURITON BLOCK CRYSTALS PERFUME SPRAY FOAMHEADS CANNED PLUMBER	DISINFECTANTS LAVASCIERS WASH-BILLER PINK POWDER POLISHES	ROACH POWDER INSECTICIDES FLOOR OILS SWEEPING COMPOUND MISCELLANEOUS
--	---	---	--

June 25, 1929.

Modern Packaging,  
Breskin & Charlton, Pub. Corp.,  
11 Park Place,  
New York, N.Y.

Gentlemen:-

We wish to compliment you on the excellency of your magazine MODERN PACKAGING which in our opinion is one of the finest trade publications printed.

As a result of reading this publication the writer has given particular attention to our small packages with the result that our volume of business has been materially increased by improving our packages.

We do not want to miss a single issue of this excellent publication.

Yours very truly,  
PURITAN CHEMICAL COMPANY  
*A. L. Feldman*  
A. L. FELDMAN,  
PRESIDENT.

ALF:O

NO CONTRACT BINDING ON COMPANY UNTIL APPROVED IN WRITING IN ATLANTA

Two and a half years of continued and ever-growing reader interest have gained for MODERN PACKAGING an advertising clientele that reads like a "Who's Who" of the Packaging and associated industries—an advertising clientele, itself growing at a rate that breaks records daily, which has found that fearless editorial policies, distinctive typography, and complete coverage of all that is new in the industry, have yielded as a reward a most phenomenal reader interest and a most phenomenal field for sales.

**O**UR copy service department will gladly convert any sales data into an effective advertisement that will bring out to the fullest extent the essential appeal of your product. May we supply you with further information as to rates and services?

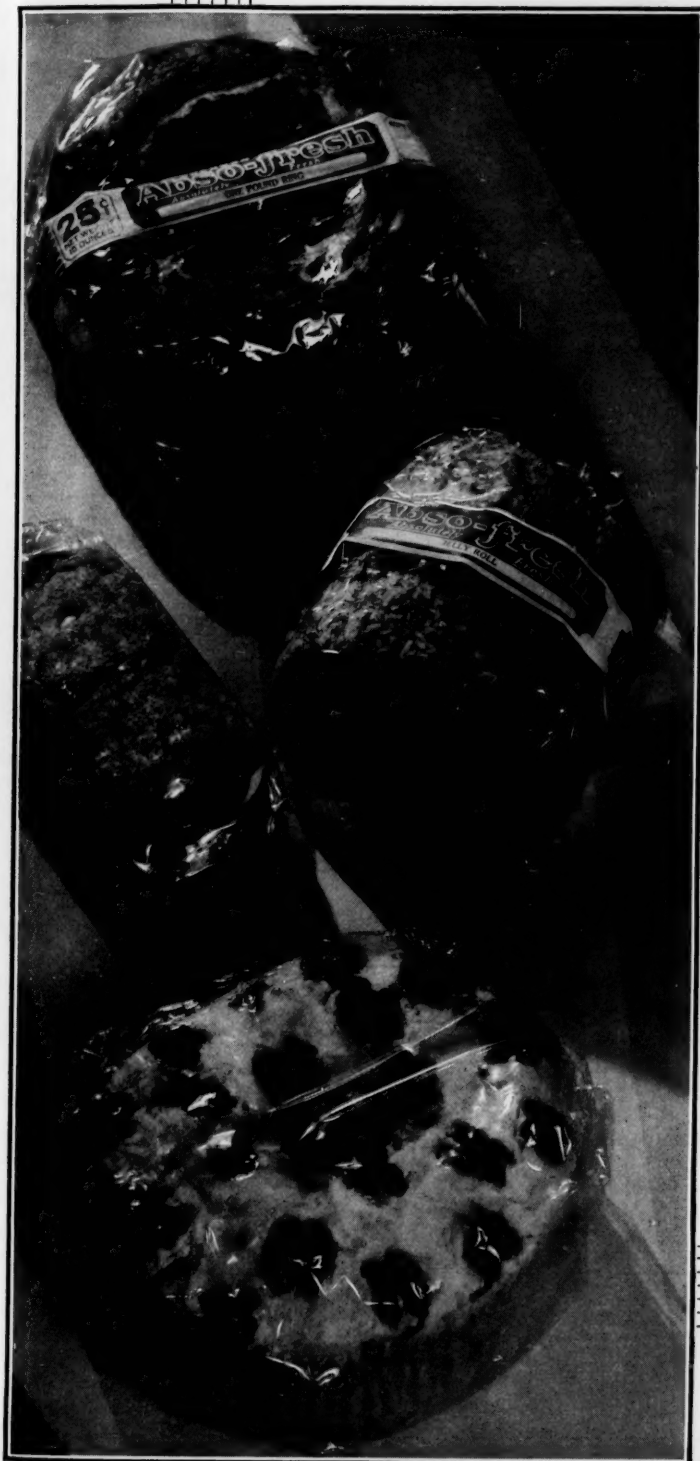
## MODERN PACKAGING

BRESKIN & CHARLTON  
PUBLISHING CORPORATION  
11 Park Place, New York, N. Y.  
Publishers also of "Packaging Catalog"  
and "Modern Boxmaking"

Telephone: Barclay 0882-0883

Western Office:  
307 N. Michigan Ave., Chicago, Ill.  
Telephone: State 5949

# Better than Words or Pictures



Cakes by courtesy of Grennan Baking Co.

**T**HE most convincing, most sales-stimulating advertisement for your product is the product itself.

That may sound like a bromide. Actually it is a merchandising truth that is spectacularly demonstrated every day in hundreds of thousands of stores where Cellophane-wrapped merchandise is displayed and sold.

One industry after another has turned to Du Pont Cellophane as a solution to the conflicting problems of display and protection. Have you carefully considered the possibilities of Cellophane in relation to your own products? The services of our Package Development Department are always at your disposal.

DU PONT CELLOPHANE CO., INC.  
2 Park Ave. New York City



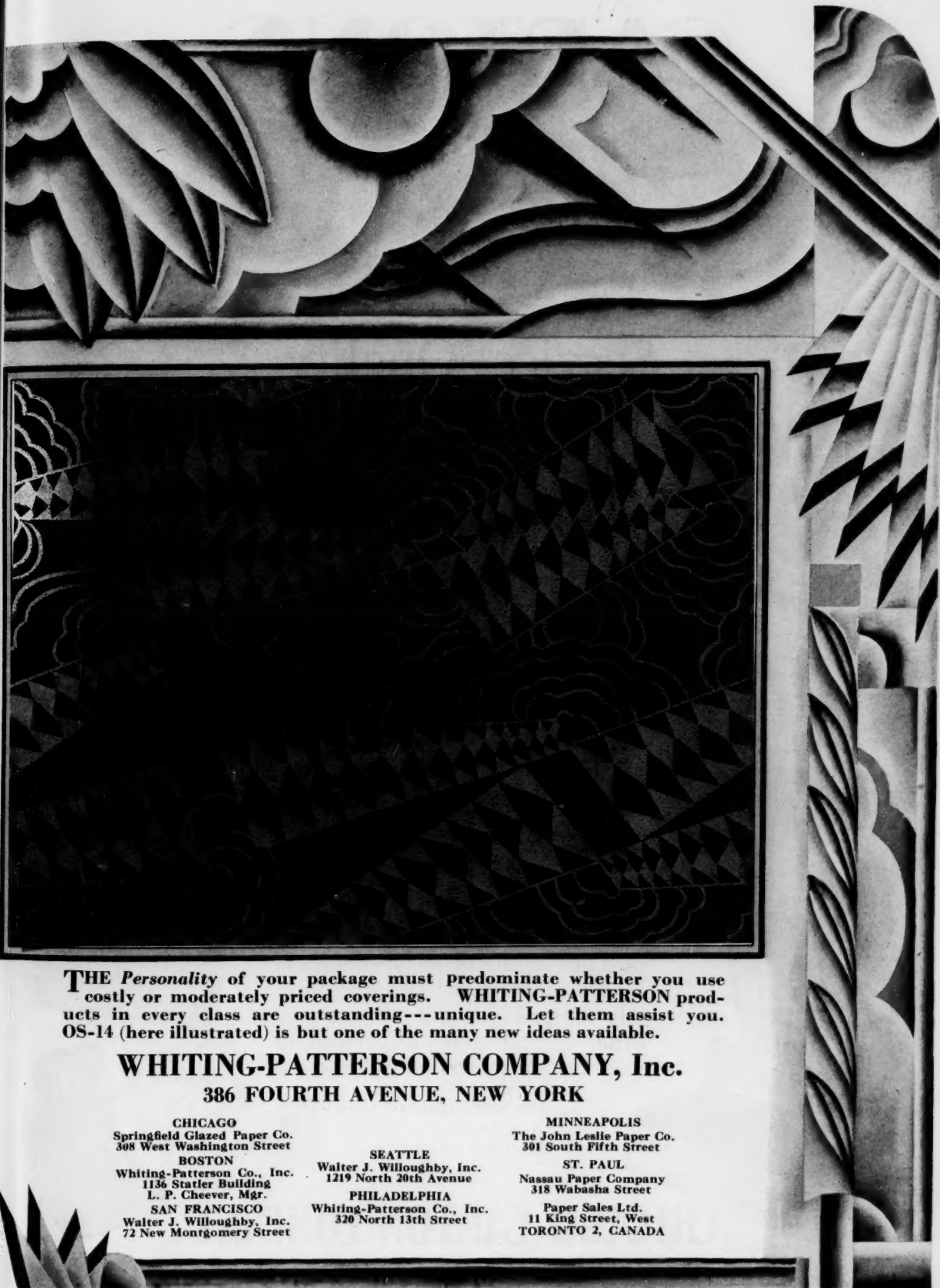
## Cellophane

*Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting.*

Look for the Cellophane advertisement in full colors in the February 8th issue of the Saturday Evening Post. See how the Cellophane story is being dramatically told to the public.

## Modern Packaging





**THE Personality** of your package must predominate whether you use costly or moderately priced coverings. **WHITING-PATTERSON** products in every class are outstanding---unique. Let them assist you. OS-14 (here illustrated) is but one of the many new ideas available.

## **WHITING-PATTERSON COMPANY, Inc.**

**386 FOURTH AVENUE, NEW YORK**

**CHICAGO**  
Springfield Glazed Paper Co.  
368 West Washington Street

**BOSTON**  
Whiting-Patterson Co., Inc.  
1136 Statler Building  
L. P. Cheever, Mgr.

**SAN FRANCISCO**  
Walter J. Willoughby, Inc.  
72 New Montgomery Street

**SEATTLE**  
Walter J. Willoughby, Inc.  
1219 North 20th Avenue

**PHILADELPHIA**  
Whiting-Patterson Co., Inc.  
320 North 13th Street

**MINNEAPOLIS**  
The John Leslie Paper Co.  
301 South Fifth Street

**ST. PAUL**  
Nassau Paper Company  
318 Wabasha Street

Paper Sales Ltd.  
11 King Street, West  
TORONTO 2, CANADA



# CARTONS



## Service—Quality Originality

THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

## CHICAGO CARTON COMPANY

4411 OGDEN AVE.

CHICAGO, ILLINOIS



## Standard of Excellence

The creation of THE STANDARD of excellence among boxpapers is the task which Louis Dejonge & Company has always set for itself.

The paper-buying public have manifested a continued approval of Dejonge papers by consistently selecting them for the best of their work.

This positive evidence that Dejonge quality still meets with ready approval will insure our maintaining the high goal we have always set.

**LOUIS DEJONGE & COMPANY**

PHILADELPHIA • NEW YORK • CHICAGO





**IF** horny hands must handle  
your package

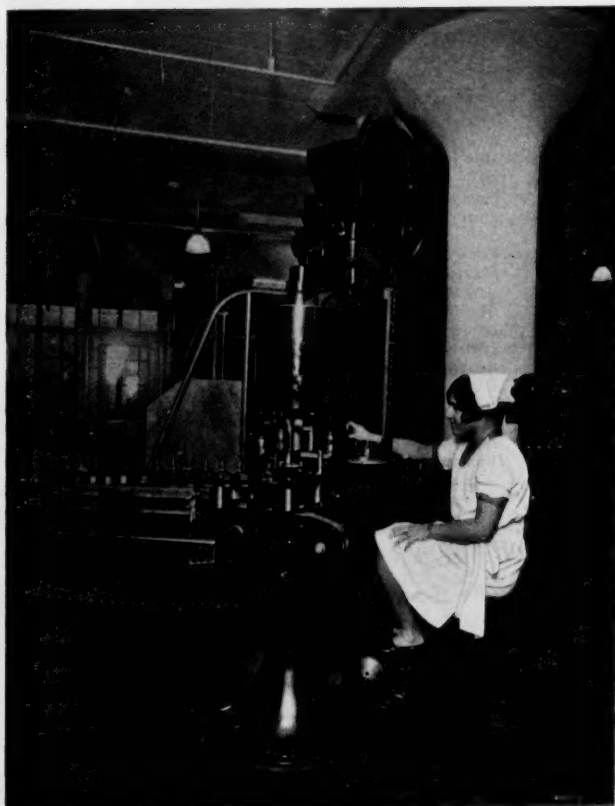
**WHILE** dainty fingers  
must open it—



**Y**OUR problem is to make a seal which is airtight and uniform under all conditions, yet one which will readily open at the proper time with a twist of the wrist.

Hoffman LaRoche, Inc., when confronted with this problem chose CAPEM equipment. In so doing they utilized not only their own best judgment but the advice and experience of hundreds of other firms, all confirmed CAPEM users.

Below: Model B-I-F CAPEM installed at new Nutley, N. J., plant of Hoffman LaRoche Co.



With a speed and uniformity unapproached by human hands, new CAPEM models will sort, feed and apply any screw or twist type cap or seal to your container at any speed up to one hundred twenty per minute—and without strain to cap or glass. Its performance unexcelled from the viewpoint of practical efficiency is without parallel, measured by economy and production.

*(Full particulars upon request)*

**CONSOLIDATED  
PACKAGING MACHINERY CORP.**

*—operating—*

**CAPEM MACHINERY CORP.**

1400 West Ave.

Buffalo, N. Y.



# HALF OF THE SUCCESS of the SENSATIONAL NEW PACKAGE *LIES IN THE WAXED PAPER*

Display Printing Direct on This Waxed  
Paper Exactly Registers on All Sides of Cartons

Big new possibilities for better packaging have suddenly opened up with the invention of a special machine. Just as suddenly a new type of waxed paper is needed for this latest development in packaging.

On every side the question is springing up, "Who's ready with the new paper?"

Here's the answer: "Central." For the Central Waxed Paper Company is already in production on paper with panel-printed designs by which the new machine wraps cartons and locates the panels correctly on front, back, sides and ends. In these perforations lies the chief requirement of the new panel-printed waxed wrapper. The whole method hinges on the accuracy of these holes in relation to the printed design. Central Waxed Paper is the right paper for satisfactory results.

The new waxed wrapped package carries all display printing on the waxed paper with brilliant effect. No need for all-over designs. Panel designs are perfectly located. The questionable degree in which the printed carton shows through the waxed wrapper is no longer a problem. Plain cartons may be used as the advertising value is embodied in the printed waxed wrapper.

Write, 'phone or wire for information or quotations.

**CENTRAL WAXED PAPER CO.**  
5659 Taylor St., - Chicago, Ill.





## The Seal that Helps Sell Leading Food Products

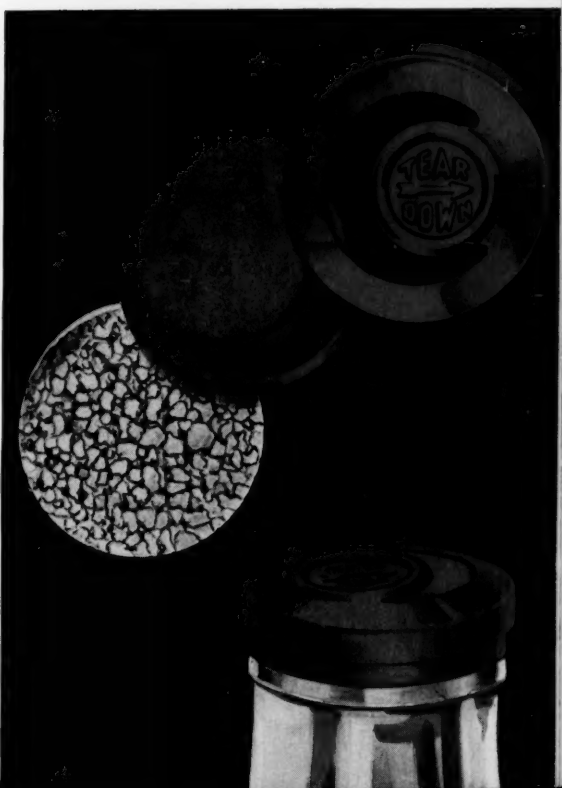
**I**NSIDE the package the manufacturer places the results of all his efforts, and upon these results he rests his reputation.

On the outside is the package which contains the result of all his efforts. The package must be accepted first on sight before the contents will satisfy on taste. The way the package looks, the ease with which it can be opened, the way the contents are preserved, means everything in first sales and in continued business.

Goldy Seals made of non-rusting, non-contaminating Alcoa Aluminum, accomplish these objectives. They do more. They dress up your package, give it that quality look which helps its sale.

They are removed easily and quickly by pulling down the convenient metal tab. No twisting, no prying, no special opener required—they are off in an instant. Let one of our representatives call and explain all of our Alcoa Aluminum Seals, and the high speed, economical machines with which they are applied. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA. Offices in 19 Principal American Cities.

# GOLDY SEALS OF ALCOA ALUMINUM





Food  
Stays  
Fresh, When Wrapped in Alcoa Aluminum Foil

Cheese of delicate flavor, yeast, luscious chocolate, delicious hard candies, chewing gum, all are packaged these days in Alcoa Aluminum Foil—the foil that is safe to use in contact with foods, the foil that moisture cannot penetrate. The foil that prevents drying out and loss of flavor.

Alcoa Aluminum Foil brings the perfect seal to food products, which because of their nature, must be wrapped. This foil is literally a metal—rolled into thin, tough, impermeable sheets that moisture cannot penetrate—that will not rust.

Alcoa Aluminum Foil has many advantages. Let us tell you what these advantages are. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA. Offices in 19 Principal American Cities.

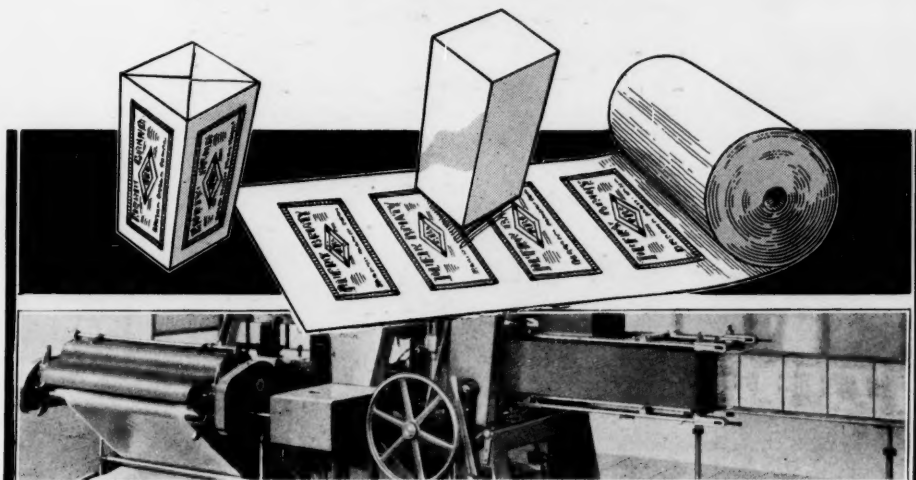


ALCOA ALUMINUM  
ROLLED INTO FOIL

# AND NOW

Accomplished! The Wrapping So Many Said Could Not Be Mechanically Applied

**PRINTED WAX PAPER Cut from Continuous Rolls,  
Wrapped on Plain Chip Board Cartons, with All  
Printed Panels ACCURATELY REGISTERED in  
Correct Location**



An entire new field in packaging is opened up by this latest development in wax wrapping. A special Battle Creek and Johnson Wax Wrapping Machine has successfully completed final tests. It now offers the full package protection of wax paper heat sealed, plus display printing at its best. The wax paper with printed panel design is cut from a roll, reg-

**Johnson  
PRINTED  
ROLL  
WAX  
WRAPPER**

Send the Coupon  
for Full Details

istered perfectly, and wrapped,—  
automatically.

This machine can be used on packages from small to very large sizes. The method is particularly advantageous in the protection of packaged foods and materials affected by moisture or contaminating odors. A decided saving in material costs is assured. Ask us to describe this remarkable new machine. Use the coupon below.

## JOHNSON AUTOMATIC SEALER CO., BATTLE CREEK, MICH.

(Subsidiary of Battle Creek Wrapping Machine Co., Battle Creek, Mich.)

Room 311,  
30 Church St.  
New York, N. Y.

C. S. DuMont, Windsor House, Victoria St.  
Westminster, S. W. 1.  
London, England

Builders Bldg.  
229 No. LaSalle St.  
Chicago, Ill.

(Tear off here)

JOHNSON AUTOMATIC SEALER CO., Battle Creek, Mich.

Please send me a description of your new Printed Roll Wax Wrapper. Or (check here) ☐ have a representative call with figures indicating the saving in packaging costs.

Name .....

Address .....

City ..... State .....

(MP 2-30)



**FEED CARTONS & SEAL BOTTOM-LINE & FILL-WEIGH-SEAL TOP & WAX WRAP**

**Complete Economical Packaging - From Bulk to Shipping Container**



---

# MACHINES THAT STAY YOUNG

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**A**LMOST any machine will do a good job . . . the first week. Practically every production tool made can be "doctored" to give maximum production on a test run.

It is in actual, day-in-and-day-out production that the true nature of a machine comes to light. It is in the plant that the machine that stays young shows itself to advantage.

PETERS machinery, built more for service than for sale, is proving itself in progressive plants month in and month out. We could sell more if they wore out sooner . . . but we will stick to the policy of making

**MACHINES THAT STAY YOUNG**

*Ask for a Peters Engineer  
. . . He's ready to see you.*



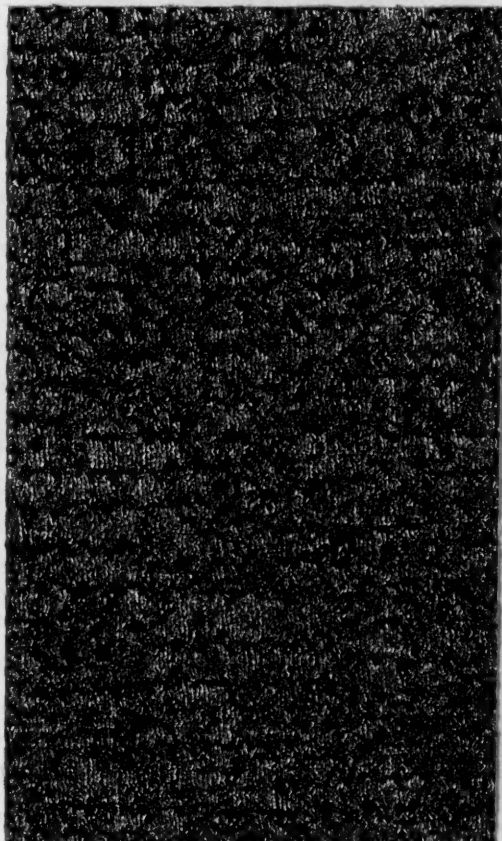
**PETERS MACHINERY COMPANY**

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
**CHICAGO.U.S.A**



**NO NEED FOR  
SUPERLATIVES**

## **SPARTEX**



**THE** obvious beauty of Spartex requires no demonstration on our part. Apply your favorite word for excellence to it....you cannot be too enthusiastic.

A product of the

**C. R. WHITING CO.**

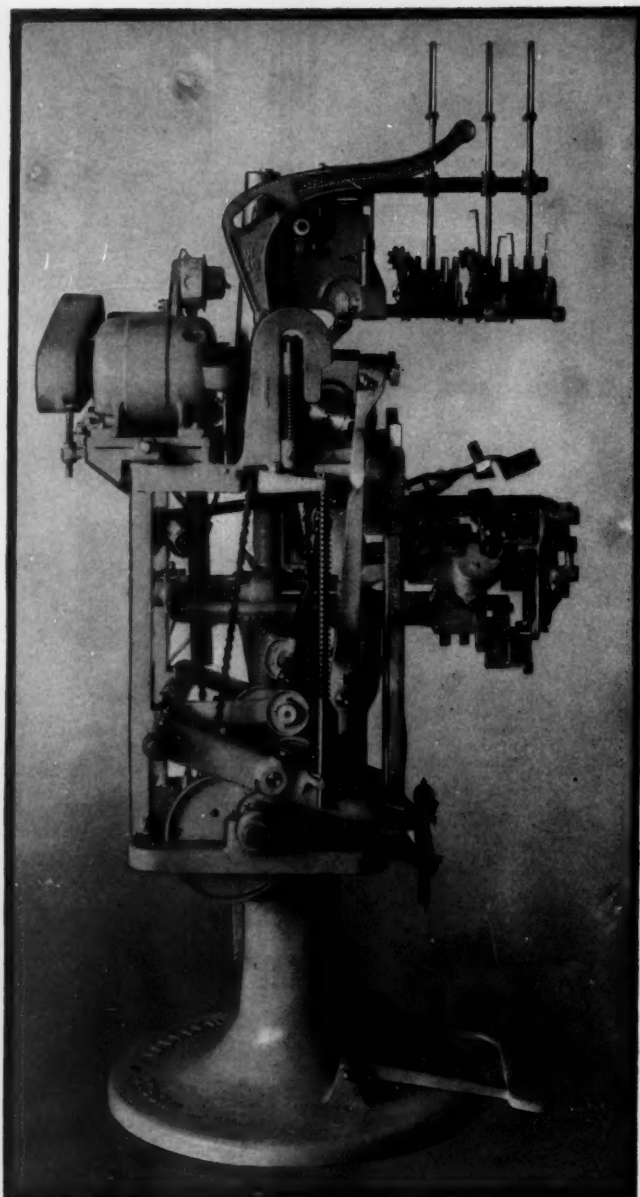
**2 Johnson Street**

**NEWARK, NEW JERSEY**



*Makers of the American  
Beauty Paper Line*

# Improved World Labeler, Model S



**THIS UNIVERSAL LABELER IS  
EFFICIENT, FLEXIBLE, QUIET**

Many new and exclusive mechanical features have been built into this machine. Notable among these are:

**Silent adjustable motor drive.**

**Roller chain with cut sprockets for driving gum roll.**

**Redesigned follower lips which check the upward pressure of the labels when pickers are in contact.**

**Swinging label follower rod enabling operator to easily place labels in holder.**

**Quickly removable transfer roll.**

**Improved type of gum box.**

**All World Labelers are equipped with Alemite push type high pressure lubricating system.**

**Write for advice regarding your labels; send labeled samples of your bottles or packages showing the way you want them labeled. Let World Labelers help you solve your labeling problems.**

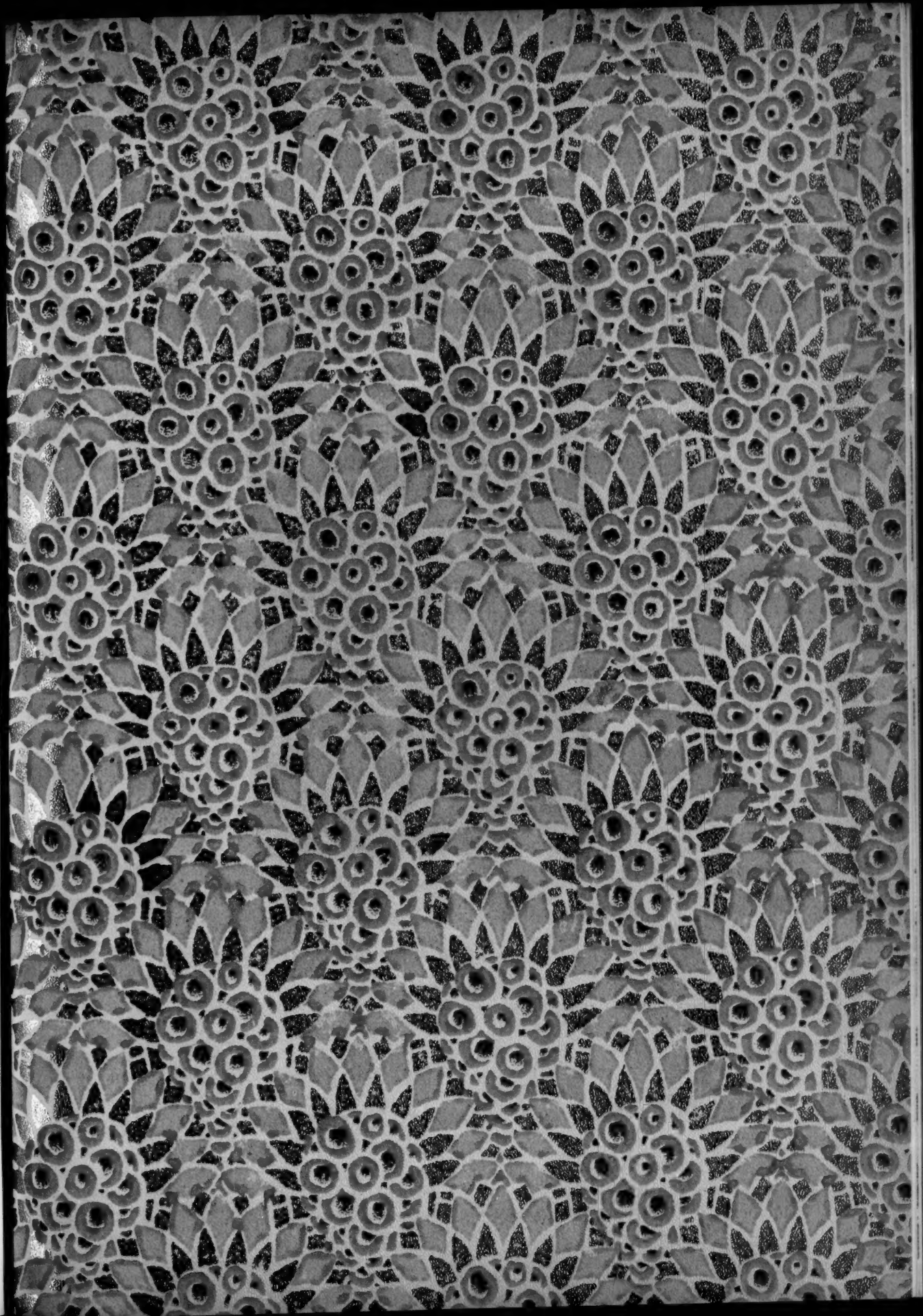
**ECONOMIC MACHINERY COMPANY**

**Largest Manufacturers of Labeling Machines in the World**

**WORCESTER, MASS., U. S. A.**

# WORLD LABELERS







**Are your boxes doing  
full justice to your product ?**

**PERFECTION  
BOX COVERINGS**

enable you to dress up your boxes in the most modern style without extravagance in cost.

Hundreds of new, attractive and pleasing designs to choose from including many pastel colorings now so much desired.

*Use our sample service freely  
and without obligation*

**ROYAL CARD & PAPER CO.**

*Manufacturers of Decorative Papers*

**ELEVENTH AVE. & 25TH ST., NEW YORK, N. Y.**

**DISTRIBUTORS**

HENRY L. GOODMAN, Boston Representative  
BRADNER SMITH & CO., Chicago, Ill.  
JOHNSTON PAPER CO., Cincinnati, Ohio  
CENTRAL OHIO PAPER CO., Columbus, Ohio  
E. C. PALMER & CO., Dallas, Tex.  
CARTER, RICE & CARPENTER, Denver, Colo.  
SEAMAN PATRICK PAPER CO., Detroit, Mich.  
ZELLERBACH PAPER CO.—  
Divisions in the Principal Cities on the Pacific Coast.

E. C. PALMER & CO., Tampa, Fla.  
CRESCENT PAPER CO., Indianapolis, Ind.  
JOHN A. HEINRICH, INC., Minneapolis, Minn.  
E. C. PALMER & CO., New Orleans, La.  
CARPENTER PAPER CO., Omaha, Neb.  
RAYMOND & McNUTT CO., Philadelphia, Pa.  
BROOKS PAPER CO., St. Louis, Mo.  
E. C. PALMER & CO., Houston, Tex.  
In Canada { PAPER SALES, LTD., Toronto  
              { PAPER SALES, LTD., Montreal

THIS SPECIMEN IS SERIES 90C—WHITE BASE.  
STOCKED IN MANY DIFFERENT COLOR COMBINATIONS.





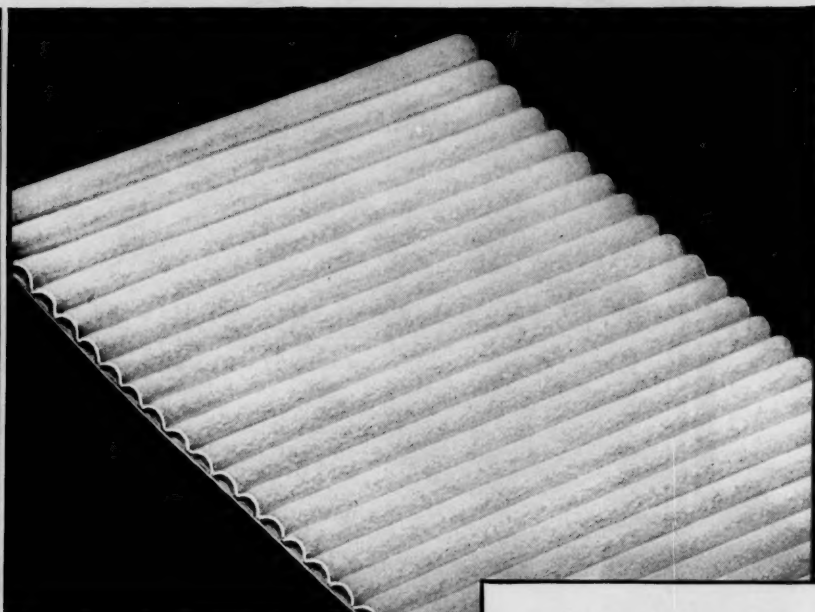
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# Announcing Billowpak



## A New Refinement—plus New Efficiency for your Package Interior

**L**UXURY with strength; softness of velvet—white, beautiful—that's BILLOWPAK, the new Kimberly-Clark product for packing and packaging.

Air-cushioned—because those sturdy arches of softest cellulose fibre construction confine AIR, the best of all cushions.

BILLOWPAK folds any direction without cracking. It is

super-absorbent of moisture. It provides excellent insulation against heat or cold—is dustless. A marvelous, new product that you'll want to consider for your product's package design. It is low in cost, easy for your packers to handle—packing labor is an important cost item. Will eliminate damage to your product from the time it leaves your factory until delivered to the user.

Free samples furnished without obligation. Use coupon or your letterhead. Ask our help if desired.

**BILLOW PAK**  
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES  
**CREPE WADDING**

### Specify Billowpak in designing packages for

Atomizers	Jewelry
Auto accessories	Lamps
Airplane parts	Leather goods
Beads	Lenses
Bric-a-brac	Mirrors
Candles	Optical goods
China	Patent medicines
Cigar lighters	Perfumes
Clocks	Pewter
Compacts	Phonograph records
Cosmetics	Picture frames
Desk sets	Radio tubes
Door hardware	Scientific products
Drugs	Silverware
Electric appliances	Soap
Food products	Toilet articles
Glassware	Vanity cases
Ink	Watches

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home 208 S. La Salle St., Chicago, Ill.

office or sales office at 122 East 42nd St., New York City

Please send me sample of Billowpak Crepe Wadding

Name.....

Address.....

Attention.....

Our Product is.....



## Lower Production Costs

The Hecker H-O Company of Buffalo, New York, one of the largest manufacturers of cereals in the country, after careful investigation of the various methods of sealing paper shipping cases, finally installed Standard Sealing Equipment Corporation's automatic units for this purpose. Their reason for so doing was because of the absolute necessity of 100% automatic performance.

Stop and think of the confusion that would occur by even a temporary tie-up of one of these sealing machines. With their enormous production, the accumulation of unsealed boxes even in a short time, would be so great as to be unmanageable and would, therefore, cause a shut-down further back in the line which would mean a serious curtailment of production. Standard Sealers are 100% automatic.

### STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.  
CHICAGO, ILL.—208 West Washington Street

*On the Pacific Coast:*

MAILER SEARLES, Inc.  
135 Fremont St., San Francisco, Cal.

JOHN F. WILLARD & SON  
335 East 4th St., Los Angeles, Cal.

MAILER SEARLES, INC.  
909 Western Ave., Seattle, Wash.

*England:*

C. S. DuMont, Windsor House, Victoria Street,  
London, S. W. 1, England



The accompanying illustration shows three of our sealers in the Hecker H-O Plant.

*Write our  
Engineering  
Department*

**STANDARD**  
**Full Automatic Container Sealers**  
*Increases Plant Profits*

# COLOR REIGNS



[RICHARD, THE LION-HEARTED, RETURNING FROM THE CRUSADE]



SINCE the dawn of history, royalty has capitalized the aristocratic appeal of color. For without colorful raiment, a king and his retinue might look the same as other people. Thus is revealed a fundamental reason for packing your preparations in Maryland Royal Blue Bottles. The beautiful color of these distinctive bottles will lift any product out of the commonplace and cause it to stand out on display. As a factor for increasing the sales-appeal of your products, Maryland Royal Blue Bottles are well worth your consideration. Read the complete story of their merchandising advantages on the back of this page and write today for samples.

## MARYLAND Royal Blue BOTTLES



## *Your Bottled Preparations Need More than a Colorful Box or Wrapper*

A COLORFUL BOX or wrapper is not enough to assure a bottled product maximum attention on display. The bottle itself should also be vivid and distinctive. For users of the product naturally are more familiar with the appearance of the bottle than the box it comes in. Hence, in modern window displays, both are shown.

That is why it will pay you to pack your products in Maryland Royal Blue Bottles. They always stand out on display because of their vivid and distinctive color. Thus, they

make your preparations easier to sell, because of the well-established merchandising principle that "the more readily a product is seen and remembered, the more freely it is bought."

In addition to royal blue containers, we manufacture green tint and flint bottles of the highest quality. Modern equipment, skilled workmen and high-grade materials are your assurance that all Maryland bottles are of uniform quality, accurate capacity and dependable strength. Write today for full information and sample bottles—royal blue, green tint or flint.

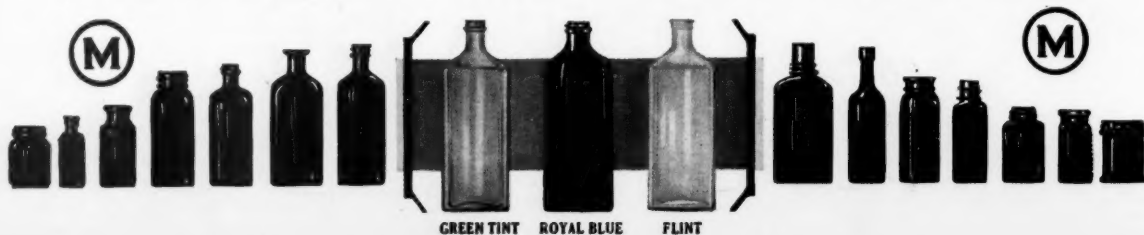
## MARYLAND GLASS CORPORATION

BALTIMORE, MARYLAND

ROYAL BLUE / GREEN TINT / FLINT CONTAINERS

New York Representative, 277 BROADWAY

Pacific Coast Representative, PACIFIC COAST GLASS CO., SAN FRANCISCO, CAL.



# PRESENTING . . . .

## . . . . McDONALD'S SCORE BOARD

**T**IME and again McDonald has made significant advances in labeling technique. They have been presented to the public as "McDonald scores"—the last one a *home run* by the new All-Around Labeler.

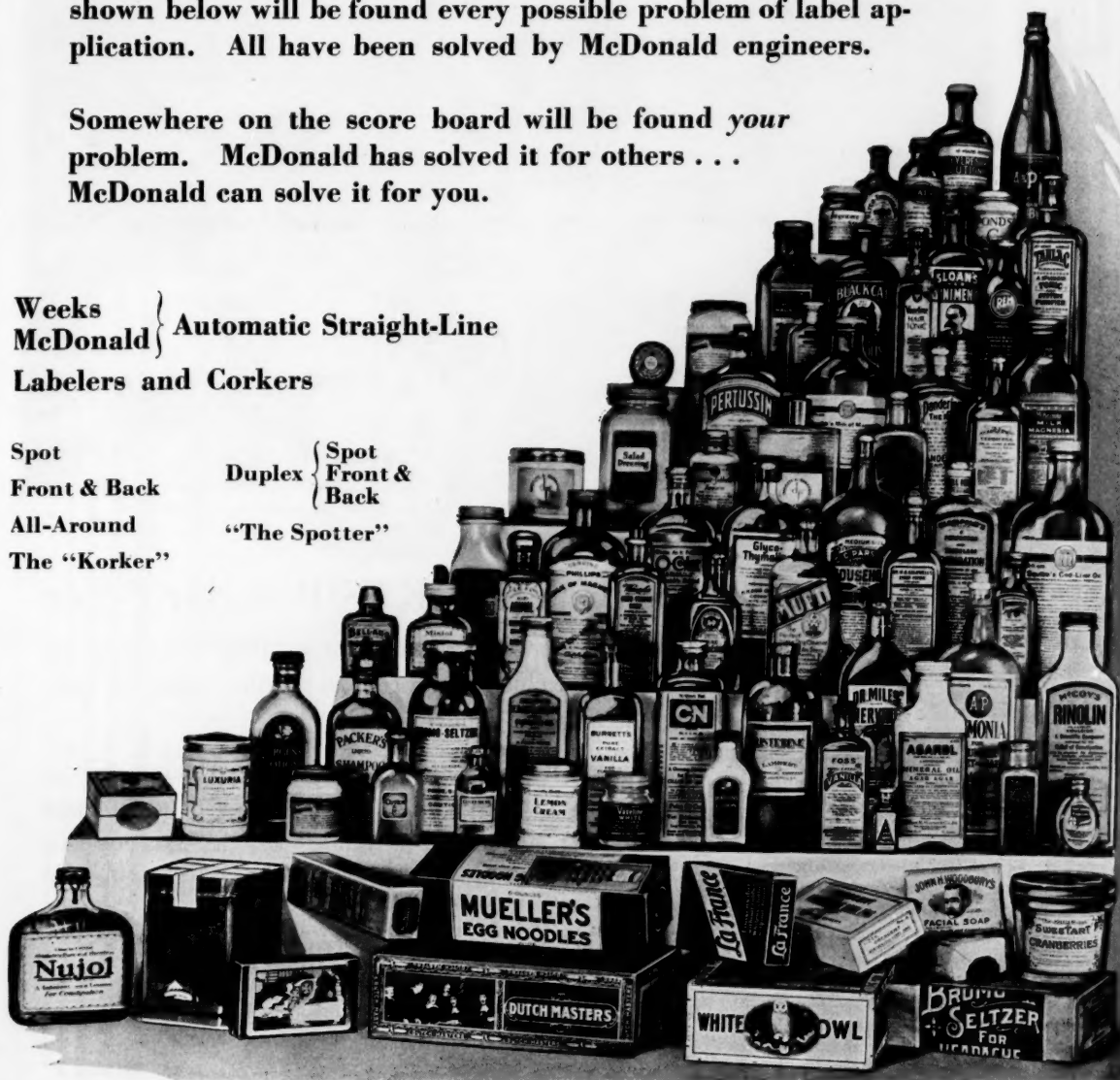
McDonald now presents its score board. Among the packages shown below will be found every possible problem of label application. All have been solved by McDonald engineers.

Somewhere on the score board will be found *your* problem. McDonald has solved it for others . . .  
McDonald can solve it for you.

Weeks  
McDonald } Automatic Straight-Line  
Labelers and Corkers

Spot  
Front & Back  
All-Around  
The "Korker"

Duplex { Spot  
Front &  
Back  
"The Spotter"

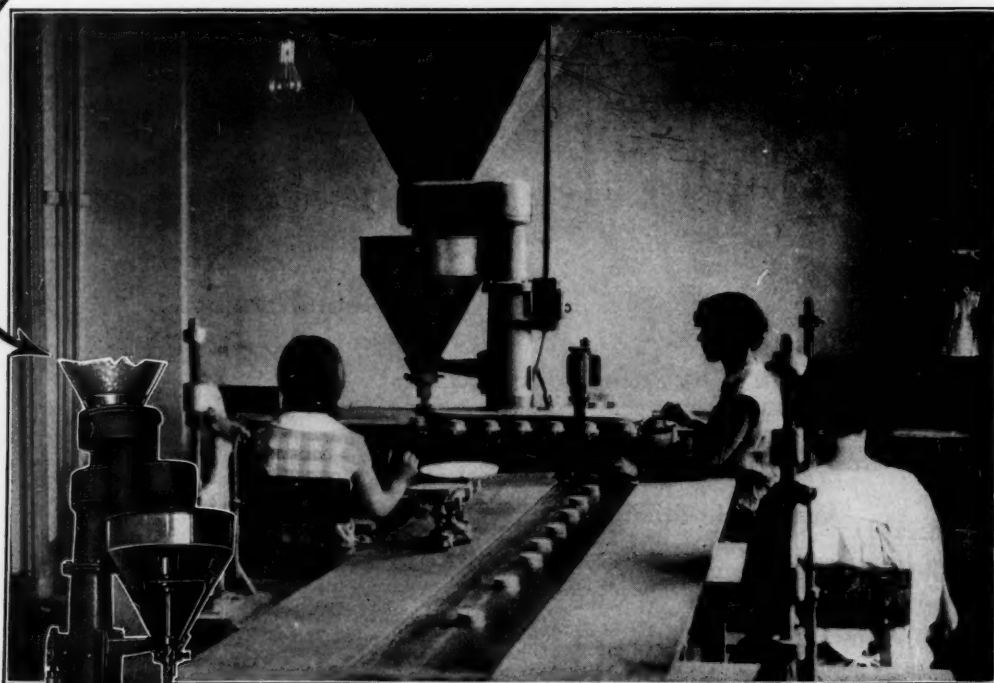


**McDONALD ENGINEERING CORP.**  
220 VARET ST. BROOKLYN, N. Y.  
LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.

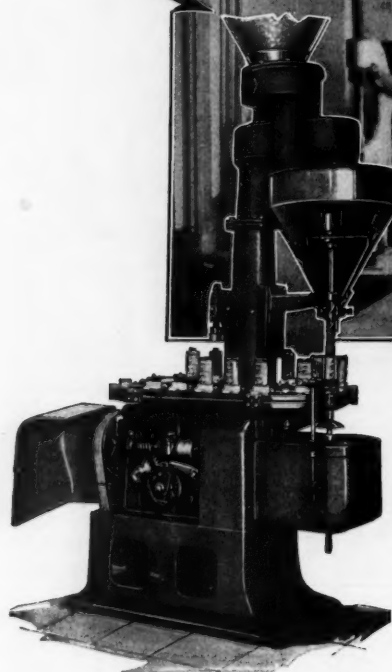


This User says:

*"It cut our costs in half"*



*The new STOKES Powder Filler filling face powder boxes in the plant of a large manufacturer. Same machine handles tins with push covers.*



The machine illustrated is the full automatic model 15A with attachments. Important features are the slow motion agitator, oil and dustproof bearings, "no can — no fill" control on the conveyor, disc type clutch and brake, base-housed motor, space-saving design of conveyor, few moving parts — all protected, easy adjustments, and alemite lubrication. Ask about the "two-step" fill.

## The new STOKES Powder Filler

is a modern versatile machine for filling practically any powdered product. Filling face powder boxes as illustrated it halved production costs.

Other users report remarkable savings. Accurate filling. No dust. No spillage. Quick "change over" to different container or material. Machine is simple, exceptionally compact, easily adjusted, quiet.

Attachments shown are: auxiliary hopper feed, conveyor, "no can — no fill" control and capper.

From 25 to 40 containers can be handled per minute depending on the type of container.

*Write for new descriptive booklet*

# FJS STOKES MACHINE COMPANY

*Filling Equipment since 1895*

5970 Tabor Road

Olney P.O.

Philadelphia



ALMOST any boxmaker can carry out an idea which you bring to him. Our craftsmen, however, specialize in the origination of sales ideas for boxes. Let our designing department create a sales compelling container for you.

## The Mason-Box Company

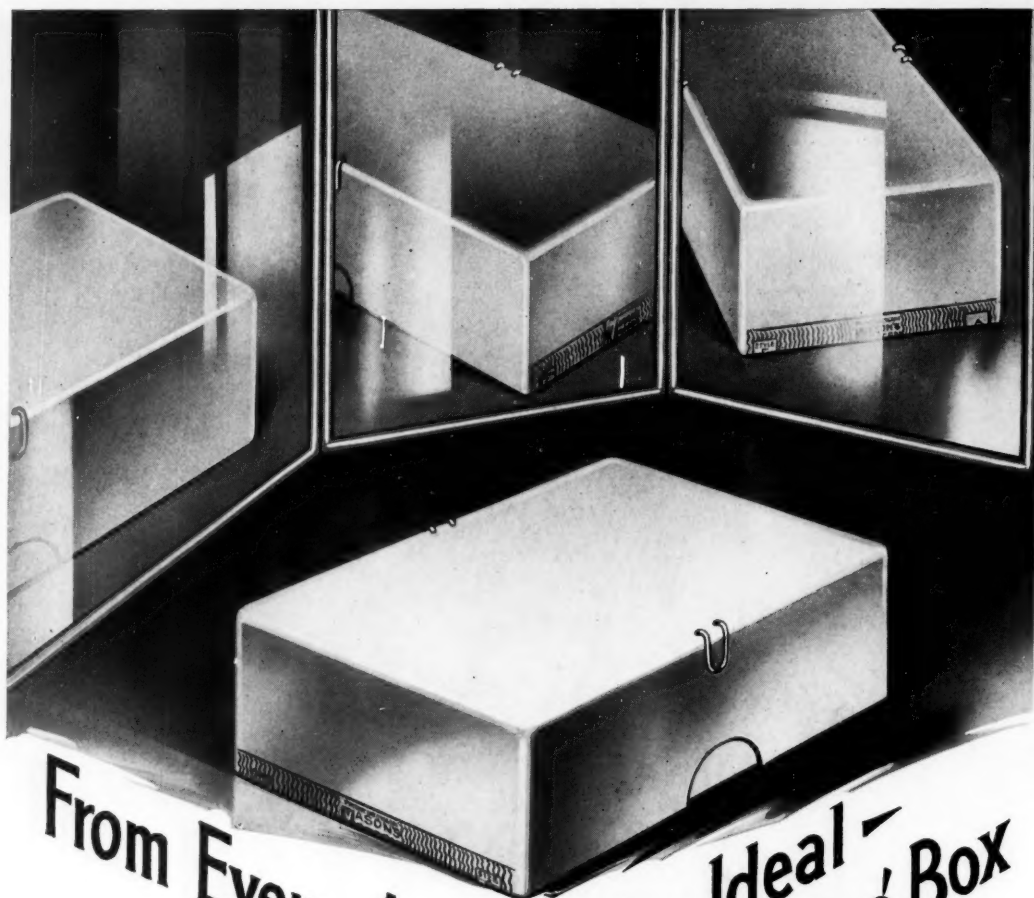
*Established 1891*

ATTLEBORO FALLS, MASS.

Chicago Office  
55 EAST WASHINGTON STREET

New York Office  
175 FIFTH AVENUE

Providence (R. I.) Factory  
69 SPRAGUE STREET



## From Every Angle - The Ideal Mailing Box

*Strength, appearance, economy . . . the three fundamentals postal shipping requires of containers, are basic in all **Mason Modern Mailers**. The type illustrated is one of many. They may be had in any practical size and will protect the most fragile of merchandise. You will be surprised at the way these mailers can speed up mailing operations, reduce losses.*

*A new revised catalog is waiting for your request. Our package counsellor will gladly advise, submit special ideas.*

**Mason**  
**Modern Mailers**  
 The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



Showing two Ferguson Container Sealing Machines installed at the Fishback Company, Indianapolis, Ind. These machines have been in constant use for five years, saving labor and floor space and each one of them handles about 1000 cases per hour.

## FERGUSON AUTOMATIC MACHINES REPLACE HUMAN HANDS

*—with a speed and uniformity no human hands can equal*

The Fishback Company, Indianapolis, Ind., manufacturers of pancake flour, coffee and syrup, for five years have used Ferguson Container Sealing Machines in place of manual methods to speed up their production and efficiently handle their packaging problem.

Ferguson High-Speed Automatic Packaging and Container Sealing Machinery assures the modern manufacturer of better packages. A lower package cost, and greater profits.



Every type of product is packed with the maximum of high-speed efficiency, which is necessary to insure your full potential profit.

Leading Manufacturers Throughout  
the Industry Know and Use  
FERGUSON MACHINES

Raise your profits!  
Increase production!  
Write for Catalog!

**J. L. Ferguson Company**  
JOLIET - ILLINOIS  
ST. LOUIS NEW YORK LOS ANGELES

Without obligation  
Consult a Ferguson  
Engineer!



# FROM FIRST STITCH

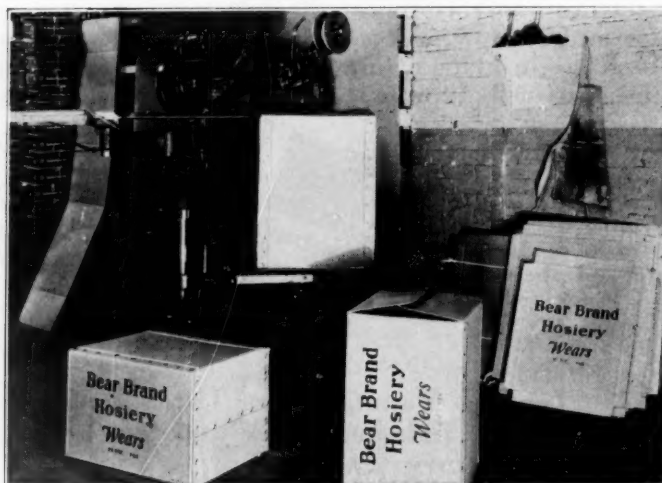


BLISS Bottom Sealer starting the job which the Bliss Top Stitcher finishes.

**B**LISS Stitching Machines can meet every packing need efficiently . . . stitching accurately and at less cost! Which explains why Bliss sales showed a large increase over last year . . . and why the sales are still increasing.

The Bliss Company makes a machine for every stitching and sealing purpose, whether for use with the Bliss box or not. Let a representative show you how Bliss Machines can fit into your cost-cutting program.

# TO LAST



Manufactured by  
**H. R. BLISS COMPANY, INC.**  
 Manufacturers of Wire Stitching and Adhesive Sealing  
 Machinery for All Types of Fibre Containers  
 NIAGARA FALLS, N. Y.

50 Church St.,  
 New York, N. Y.

James O. Leavitt Co.,  
 Ogden, Utah

608 So. Dearborn St.,  
 Chicago, Ill.

Harry W. Brintnall Co.,  
 San Francisco, Cal.

Modern Packaging



**To Revise Packages for 1930.**

A general revamping of containers to make them more attractive is planned by producers of packaged items in mapping their sales campaigns for next year. The step is considered necessary to overcome increased sales resistance expected by consumers. One manufacturer is planning to spend 18½¢ per container for an item that will sell for 50 cents.

(News item from  
New York Paper)

**TO MEET** this demand for modernized and economical papers for packaging --- **HAMPDEN** has created these newest **MULTICOLOR TINTS** in artistic development and in the spirit of modern design ---

Send for working sheets of Multicolor Tints of a wide range of color effects; --- they will be mailed on your request

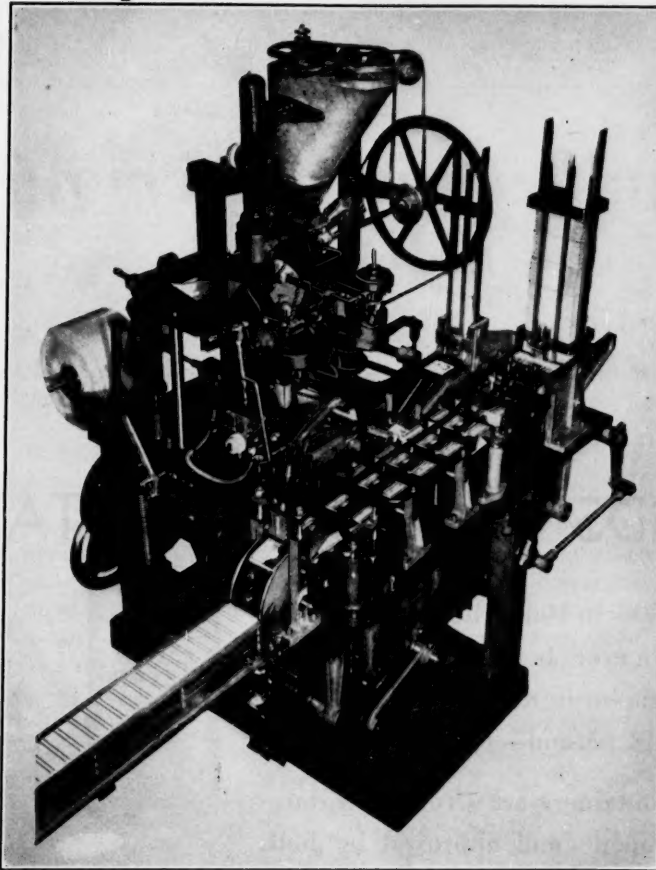
**HAMPDEN GLAZED PAPER  
AND CARD CO.**

HOLYOKE, MASS.

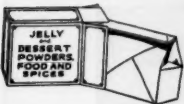
New York    -    Chicago    -    Philadelphia  
San Francisco    -    Toronto



## EIGHT OPERATIONS—ONE OPERATOR



- 1** Takes paper from a roll and forms bag
- 2** Weighs or measures required amount of material
- 3** Fills same into bag
- 4** Closes filled bag
- 5** Takes carton from magazine and erects it
- 6** Takes circular or booklet from magazine
- 7** Inserts bag and circular into carton
- 8** Closes carton by sealing both ends



*The Perfect Package*

### The New Anderson Free Flowing and Non-Free Flowing Packager ... with the Samwayer Scale

**THE** Anderson Satchel Bag Packaging Machine *weighs and packages* free flowing and non-free flowing products at the rate of twenty to twenty-eight packages per minute. One operator does the work of eight hand workers. In a space 5 x 8 feet it forms, fills and seals ten to twelve thousand complete packages per day. Write for full details.

**E. D. ANDERSON, INC.**

15 Park Place

New York City

E. D. Anderson, Inc.

15 Park Place, New York

Please send us full information about the new Anderson Satchel Bag Packaging Machine.

Name \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Product \_\_\_\_\_



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# DEMANDS MODERN CONTAINERS

The battle for sales in 1930 will be even swifter and keener than ever. Is your present package an effective weapon in meeting competition? If not, it should be and—it can be made so.

Continental Containers are strong and durable—easy to open—and approved by both dealer and customer.

Continental lithography will add definite sales value to your package . . . There is color . . . life . . . realism and spirit in the matchless lithography of Continental Containers. You will find them powerful advertising *at the point of sale.*

An experienced Continental Representative is at your service.



## CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St.

SAN FRANCISCO: 155 Montgomery St.

"IT'S BETTER PACKED IN TIN"

# MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1930.

VOLUME THREE  
NUMBER SIX

NEW YORK, *February*, 1930

\$3.00 FOR THE YEAR  
35 CENTS A COPY

## We Interview Prince Matchabelli on Packages

**And Learn That He Considers the Design and Construction of a Container Fully as Important as the Product Itself**

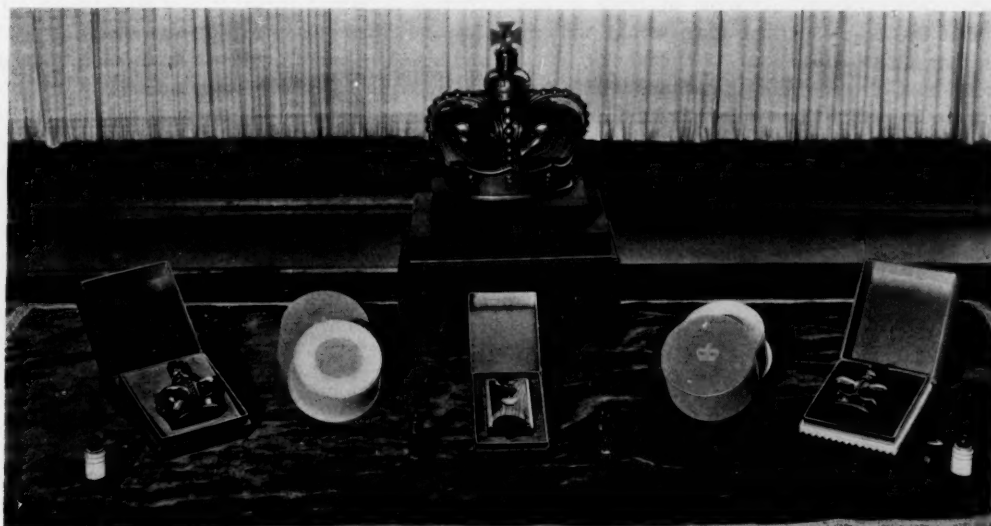
**M**INIATURE coronets and pyramids of glass grouped in a window display first attracted our attention. Curiosity lured us into the shop to find out what the packages contained and then—we threw caution to the four winds, opened our pocketbook and bought one of the bottles.

We are almost ashamed to confess that the purchase was made without opening the bottle or smelling the perfume. Not that the quality of the perfume was less than we expected, but we do dislike admitting that our sales resistance is so low that the beauty of a package could make us purchase a perfume without knowing the scent.

Realizing that the manufacturer of this perfume was employing a sound merchandising psychology we asked him to explain his theory of the value of attractive packages.

"You ask me what I think of packages," said Prince Matchabelli. "I will tell you that I believe that beautiful packages are an absolute necessity in merchandising perfumes and cosmetics. How else could I have convinced my customers that my perfumes were exclusive and different from others on the market other than by the use of 'different' packages? In this business one must be a psychologist—by that I mean that one must understand how to appeal to the class of people who desire something different and exclusive regardless of cost."

**A** beautiful or attractive package immediately suggests some unusual quality in the product. My perfumes were awarded the Grand Prix and Gold Medal in France, Belgium and Italy in 1928.



*A display of Prince Matchabelli's products showing the use of the coronet for bottles and trade mark*

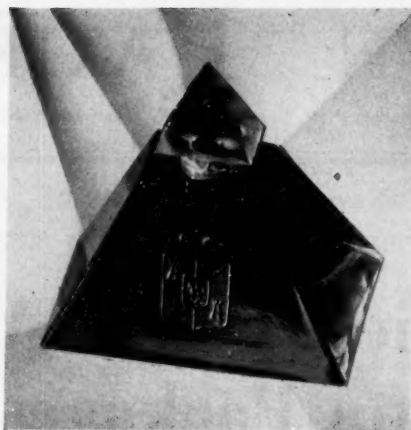
"The prize was awarded not only for the quality of the perfumes but for the packages as well, and I am quite sure that the attractive appearance of the bottles and boxes had a psychological effect on the judges. You see, their minds were prepared for the excellence of the products before they had opened the bottle. In America particularly, it is the package that sells the perfumes. The sense of smell is not very well developed, in fact, only four out of ten women can differentiate between four different kinds of perfume, so you see it is the package that they buy.

"This method is, of course, a mistake. Perfumes should be tried on the skin. It is not as important that we like a perfume as it is that the perfume should choose us. Many women buy a perfume just because some friend is using it and they are greatly disappointed because it does not smell the same when they use it. It is my theory that only by such tests can we decide whether or not a perfume is suitable for any individual person."

**B**UT—getting back to the subject of packages—I can tell you a little story of something that happened to me. Not so very long ago I interviewed a buyer of a large department store in the Middle West. I showed her my new compacts and she was all ready to buy them until she learned the cost.

"When she found out that these compacts sold at a higher price than any the store had ever handled before she said she was sure that the customers of that store would not pay that much for a compact. She showed me others that she had in stock, some retailing at one dollar, some at two dollars, and some at three dollars and said that the people in that town would not pay more than that for a compact.

"Believing that the compact that I am selling was so much more beautiful than those she had in stock



*An amber glass pyramid suggests an exclusive product*

and that she would have no difficulty in selling it I told her that if she would place one dozen in stock for ten days I would take back all that were not sold. This she finally agreed to do and within the ten days she had sent me two more orders.

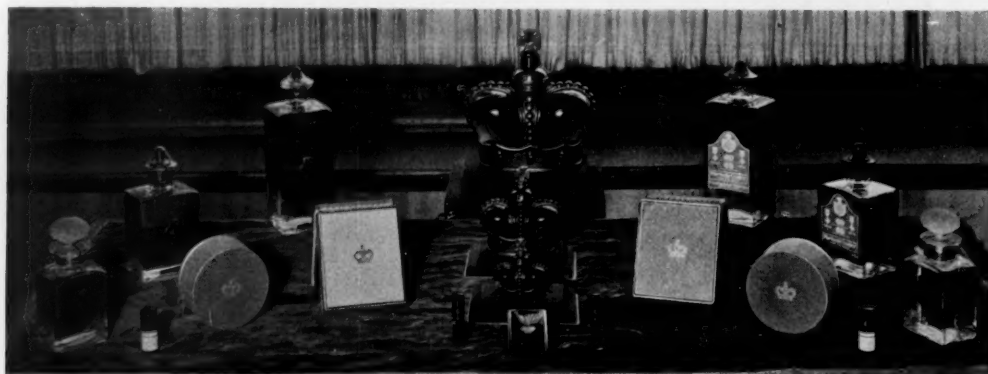
"The reason for that is very easily explained. It was really the other compacts that sold mine. By comparison my compacts were so much more beautiful that the customers were willing to pay the difference in price."

**A**LTHOUGH the design of the compact is simple, it is

the result of long and careful thought and planning. In the first place it is small. It holds powder, rouge and lip rouge. It is gold plated and heavily enameled in black. It does not carry any advertising sign except my coronet in gold on the black enamel and an etched facsimile of my signature on the side. Then, too, it is packaged in an unusual box. As you can see, I use a heavy cream white velour paper cover for this box—for decoration, narrow pipings of black paper and a reproduction of the coronet in gold on black on the top.

"In order to successfully sell expensive perfume one must have a thorough knowledge of psychology. Each one of these perfumes has an attractive name—a name that will suggest to the user some feeling of luxury and expensiveness. Just think of the pictures evoked by such titles as Princess Norena, Dutchess of York, Empress of India, and Ave Maria! Women are always willing to pay a little more for products that create an impression of exclusiveness.

"At one time it was possible to use the same package over a long period of time, but that is not true today. There is the constant demand for novelty, for something new and different. A woman sees a gold package today and buys it—tomorrow it will be the silver package that will intrigue her. Who knows what she will want the day after? If there was only (Continued on page 66)



*Boxes covered with silver, gold and velour papers are used to create an impression of luxury*



## Packaged Pencil Sharpeners

**Colorful Cartons for a Utility Product Aid in Establishing New Retail Outlets**

THE utility products manufacturer has lately begun to fix his gaze fondly upon the gift shop as a lucrative market. He may have been merchandising his wares for years through the ordinary business channels without giving this type of outlet more than a passing thought, but one day he concentrates on it, visioning the added sales and the greater renown it will bring his product. His next move is to convince gift shop managers that his product is one worthy to be brought to the consideration of those who are bent on purchasing gifts. If his package is colorful, his entrance is easy; if it doesn't meet with the approval of the gift shop proprietor, he must devise a special container for this express market and try again.

The Automatic Pencil Sharpener Company of Chicago, whose wide line of sharpeners have been in use for some time in thousands of offices and schools, are now seen in nearly as many homes, for the gift shop and the department and stationery stores, by featuring them, have brought about the realization that a sharpener works quite as well, and is of as much use, in the home as well as the office or school. Had the marketing of these sharpeners been restricted to office and school supplies stores, their use would have been confined almost entirely to these two outlets.

To consider this market the manufacturer must have a product, first of all, that will make a good gift. After that, his package must bear out his contention. He is indeed fortunate if it does, for he thereby saves much

time and money and has merely to tell his salesmen to book orders from the gift shops. The company we refer to here luckily fell into this category. Although its package is necessarily a utility one, for its product is a utility one, it is colorful and appealing and suggested the private use of a product that in most minds had a more or less public, and exclusively public, use.

The idea of a sharpener as a child's gift is a pleasing one. He will get as much fun out of it as a mechanical toy, and grownups, too, like the thought of being able to sharpen a pencil by mechanical means.

Of the nine printed, folding tuck-in cartons in which the sharpeners come, three colors are used in different designs on each—green, orange and red. Each carton gives prominent space to the name of the product and the name of the manufacturer, thus assuring easy identification of the various models and types of sharpeners. The reproduction of an illustration on each package makes easy selection possible without opening the carton.

In addition to acting as "silent salesmen," these cartons afford ample protection for the product. Merchandise of this character is easily damaged in shipping or while on display and the use of cartons materially reduces losses.

A different design suggests each type of sharpener, as the photograph shows, yet preserving a beneficial family resemblance. The Automatic Pencil Sharpener Company is fortunate in having containers that look well in every market they are admitted to.



# EDITORIAL

## Packaging Has Growing Pains

THOSE who have followed the expansion and growth of supply and equipment manufacturers who are serving the packaging industries are impressed with the progress made in the development of new markets for such products. These expansions, in addition to being due to a far-sighted policy on the part of such suppliers, have developed as a logical result of a growing appreciation on the part of manufacturers of goods of what the package can do for them in the distribution of merchandise. Following the trend of the times there have been mergers and grouping of interests among the supply manufacturers which have enabled expansions of facilities for manufacturing and distribution.

Charles C. Conway, president of the Continental Can Company, in a recent survey of the activities of his organization, stated that, "Only a few years ago practically all of our business was derived from the food industry, which, while stable as regards business depression, is subject to fluctuations from year to year, owing to crop conditions. At the present time, nearly one-third of our business is in containers for industries other than the food industry. The upward trend in this branch of our business should continue to an increasing rate next year. New industries are constantly being added to the number of those who use tin containers for their products and new or increased use of those containers is constantly occurring in industries we already serve."

A similar condition exists among the suppliers of types other than tin containers. Paper, glass, metal, composition and even wooden containers are showing an increase in the diversification of their uses. Popular demand on the part of the public, supplemented by the needs of the retailer and a willingness on the part of the supply manufacturer to comply with the requirements of both, make a strong team—one which can cope successfully with the constantly growing pains of the packaging industries.

## The Doctor Takes a Hand

WE learn that the American Medical Association, composed of 70,000 practicing doctors in the United States, has established a Committee on Foods, a subdivision of its council on pharmacy and chemistry, whose duty it will be to analyze the composition of foods for health-giving properties and to check advertising to prevent false claims.

Food products which conform to accepted standards of the association will be designated by a symbol or emblem, and it is believed that this may become an

influential factor in food advertising, indicating to the public the purity of such products and the stability of their manufacturers. The following rules are among those which will govern the acceptance of food products submitted to the committee:

"All foods, non-medical in character, for which health claims may be made or which are advertised in medical journals, shall come within the scope of the Committee on Foods.

"No product will be accepted or retained concerning which the manufacturer or his agents make false or misleading statements as to source, raw material from which it is made or method of collection or preparation.

"Proprietary names should, if possible, be framed to indicate the nature of composition of the product or its important ingredients; but a name will be recognized provided it is not misleading, does not suggest diseases or medicinal uses, and is not otherwise in conflict with public interest. These restrictions may be waived in the case of names which were established through usage before the publication of these rules.

"The committee will not accept or retain, if already accepted, the products of a firm if the policies of such firm are clearly detrimental to the welfare of the public."

Packages have already demonstrated their ability to convey quality of product and manufacturers' prestige to the buying public. However, where a trade mark, symbol or other designation has been incorporated in the package assembly it has served as a means of identifying a product, although this identification has not necessarily been such as to conform with accepted standards that may be established by an individual and recognized group, such as the American Medical Association. The package, viewed as such, may be a good package, its contained product may meet all standards established by a reputable manufacturer and be completely acceptable by the public, but this does not necessarily mean that the matter ends there. The product must incorporate quality that merits authoritative acceptance to remain in permanent circulation.

Science has demonstrated that certain elements, compounds and ingredients used in food products may or may not be harmful, and have also shown the advantages of a proper monitorship as applied to the use of such products. Furthermore, the public has become quite susceptible to the acceptance of such doctrines.

The plan, then, offers a substantial aid to the honest food product manufacturer whereby he can further establish the merit and quality of his merchandise. The recognition of these facts, incorporated in his package in the form of a symbol or designation, then becomes an advertising and sales asset that he will scarcely overlook.

## The Package Appropriation

"WE have allowed a generous increase in our budget for packages," states a news release regarding the 1930 plans of the Jacobs Candy Company, Ltd., of New Orleans. This company secured a 32 per cent gain in sales volume in 1929 and increased their 1930 advertising appropriation 20 per cent. The latter increase, however, is based on estimated total sales during this year which means extension of territory and expansion of sales and advertising methods that have already proved successful.

Says R. R. Bartlett, advertising manager of the company, "The seasonal appeal of the package is of great value all along the line. We are now putting constructive and remunerative effort into the dual package idea, which serves a double purpose: it packages and helps sell the candy and it is also so designed that it may be kept and used long after the candy is gone."

It is not difficult to understand just why an increase was made in the package budget for we have in this case the outline of a plan that permits the full appreciation of the package. Its job is a continuous one; it protects and sells the goods originally placed therein and functions afterward as a convenience and a reminder of the original merchandise.

If a further reason is desired, we have that, too, in the words of Mr. Bartlett. "The pulling power of advertising is put to the supreme test when the retailer puts before the consumer a number of competing packages and it is the package as well as the trade mark, the slogan or the brand which decides which product will be bought."

It is difficult to measure expected results from a new package, of course, but once established it becomes a definite factor which should be subject to the same considerations that receive attention in the conduct of any business. The sales-producing ability of a package can be figured or estimated, and on its relative showing can be based the appropriation that should be spent.

## Bridge and Packaging

DEVOTEES of bridge follow the rule of making the most of their hands. It is not sufficient, in order to have played a satisfactory hand, that a player secure only the tricks represented by his bid; he must obtain additional points through individual skill and a comprehension of the cards that are found in his own and his partner's hands.

As in bridge, package production is most successful when it considers not only the equipment at hand but makes the most of that equipment beyond its rated capacity. This does not mean that production capacity should be pushed to a breaking limit or a point where cost of repairs and replacements discounts the savings to be made in quantity production. But, as is well known, the average machine for packaging work is rated at less than its actual speed and can usually account for a greater volume of production if proper support, in the

shape of adjunctional equipment, manual labor or materials is provided. It is merely a case of considering all the elements which make up the production plan.

## Boxes for What Not

SOME of the things which a manufacturer might do are outlined in an article, "Why Don't the Manufacturers.....?" by Edna M. Fuller, in a recent issue of *Advertising and Selling*. Miss Fuller asks, among other things, for shoe boxes, hat boxes and other handy boxes that can be decorated or are already decorated to fit in with particular color schemes in milady's boudoir. Why don't manufacturers of blankets, sheets and similar commodities use wooden boxes that may be used afterward for storage purposes? Bonbons and chocolates might be packed in glass boxes which can later be enlisted for ice box service. The re-use idea, you see. These are but a few of the "why-don't" things.

It is our impression that manufacturers, as well as the suppliers of various types of containers, are already cognizant of such wishes on the part of the buying public. If there is, as Miss Fuller intimates, a lack of such commodities on the market, it is due to a diversion of interests on the part of package makers or a failure to effect an economic production schedule.

## Saving on Bundling

THERE are always savings that can be effected in the packaging department—short cuts and simplified ways of doing things, installations of automatic equipment and other economies that help in reducing expense and add to the accumulated profits on the balance sheet.

Recently we visited a plant which, to our way of thinking, represents up to a certain point the last word as a model of efficiency. Hand operations are reduced to a minimum in the production line that begins with the feeding of the finished material and ends with the completed package. But at this point the efficiency curve drops and much of the momentum gained in the preceding operations is lost because hand methods perform the following steps. The latter in this case consists of a bundling operation—tying the packages for subsequent placement in shipping cases.

We made a rough check-up on this operation, comparing it with a similar performance in which an automatic tying machine would be used. Actually, three girls are employed to assemble and tie the bundles. With a machine two of these girls can be dispensed with, it requiring only one girl to place the packages in the machine instead of the form now used, and the bundles would all be uniformly tied. In actual figures, a saving of over fifty per cent could be effected.

As we have so frequently pointed out, true efficiency in packaging can only be obtained when each operation is reduced to the minimum effort required, and all are properly synchronized. Without the latter consideration, it is possible to lose much of the ground or effort gained through mechanicalization or other means.

# The Package Aids the Doctor

**Drugs with an Established Reputation Scientifically Packaged Meet the Requirements of Physicians—Modern Packaging Methods Aid and Maintain Production Schedules**

By L. C. NEIS

**P**ACKAGES intended only for products to be used in filling doctors' prescriptions must meet certain requirements not encountered in other fields. If the medical profession is to be persuaded to prescribe certain drugs under trade names the reputation of the manufacturer must constantly meet the physician's ideal of a product manufactured under sanitary conditions. Truly, in the Hoffmann-LaRoche plant at Nutley, N. J., the package and its contents meets the requirements of the doctor through the high ideal of the manufacturer for a thoroughly sanitary home for its products.

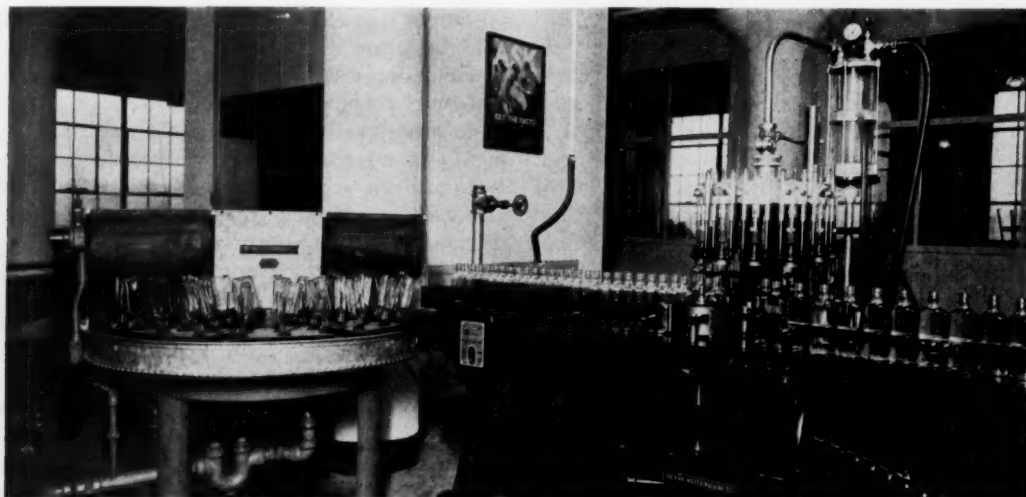
The home of Hoffmann-LaRoche, Inc., "Makers of Medicines of Rare Quality," is located in the foothills of the Orange Mountains about 12 miles from New York City in an atmosphere of fresh air and sunlight which is suggestive in itself of the pure qualities of the medicines manufactured here. The "Roche" plant covers 25 acres with plenty of space for expansion and consists of

five buildings—the main building and those housing the chemical and research laboratories. The main building, which has a frontage of 165 ft. includes the executive offices, the general offices containing card files of data regarding 135,000 physicians, nearly 60,000 dentists and about 55,000 pharmacies and all the hospitals of the country, a medical library, the manufacturing, packaging, mailing and shipping departments, cafeteria, wash rooms, first aid, and spacious locker rooms.

From attractive lobby to top floor an atmosphere of cleanliness prevails. The floors are covered with linoleum and the side walls and ceiling and the stairways are all fresh and clean in a light cream paint, giving the atmosphere of a hospital. The white uniforms of the employees are changed twice weekly and employees are required to wash their hands before entering the workrooms in the morning and before returning to their work after luncheon. Showers are also provided for the use of employees.



*Scientifically packaged drugs for the medical profession*



*Bottles pass through sterilizing machine and travel by conveyor belt to a rotary vacuum filling machine*

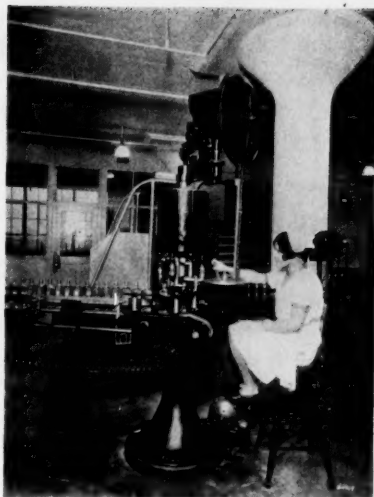


SOME of the products of this company are packaged by hand and others by machinery. Elixir Alurate is made in a room containing a battery of 500-gallon glass-lined tanks, each containing enough liquid for 12,000 trade bottles. The liquid runs from the tank through a pipe to the filling machine on the floor below. Cases of bottles are delivered by spiral chute to an operator stationed at the intake side of a rotary sterilizing machine. The operator places the bottles in position in the sterilizing machine and they are subjected to a thorough sterilization and drying. Leaving this machine, they travel by conveyor belt to a rotary vacuum filling machine. Here they receive an automatically controlled amount of the liquid and are discharged onto a conveyor belt leading to the capping machine.

A hopper in the capping machine is kept constantly supplied with screw enameled metal caps. As the filled bottle enters the machine a screw cap is placed in position on the neck of the bottle and an arm in the machine twists the cap, thus effecting a firm closure.

Leaving this machine they travel by conveyor belt to a labeling machine which is supplied with stacks of printed labels. An arm in the machine picks up a label, glue is applied by the machine, the label is spotted on the bottle and pressed into place.

As each bottle leaves the machine it passes on a conveyor belt between a double line of operators who inspect the labels for imperfections. An overhead tray paralleling this conveyor belt is supplied with creased and cut squares of corrugated board and the printed cartons. An operator removes the bottle from the conveyor belt, wraps the square of corrugated board around it and places it in the carton. The ends of the carton are then tucked in and the cartoned bottle placed back on



*Automatic capping of bottles*

The manufacture, sealing and packaging of Digalen is a very interesting phase of the "Roche" industry. No human hand ever touches the product. The subdividing into trade packages is done in glass-enclosed, dust-proof rooms where skilled operators place the proper number of drops in vials or glass ampules. The ampules are then hermetically sealed, labeled and packed a half dozen and a dozen to a box, protected by crepe wadding.

**I**SACEN is manufactured in what is called the silver room. The walls and ceilings are finished in a silver-colored aluminum, some of the apparatus is made of solid silver metal and other parts are silver lined. The ingredients are made into a granulated powder which is taken to a rotary tablet-making machine.

Allonal is also made in a granulated powdered form and the tablets are made by the rotary tablet-making machine. Four of these machines, each with a capacity of 200,000 tablets a day, turn out an aggregate of 800,000 tablets daily with a consumer value of \$80,000.

Both Isacen and Allonal are bottled by hand in dust-proof, glass-enclosed rooms, (Continued on page 68)



*Labeling machines keep pace with automatic filling and capping*



*Automatic labeling of hand-filled bottles*



# Uncle Sam Mobilizes Retail Stores for Scientific Packaging

**Government Bureau and Trade Organizations Cooperating in Nation-wide Survey That Aims at Elimination of Waste and Stabilization of Practice in Package Methods**

By **WALDON FAWCETT**

**I**N business, no less than in politics, revolutionary movements sometimes start in small dimension and in the most unobtrusive manner. A case in point is before us, just now, in the domain of packaging. Thanks to a combination of private enterprise and governmental resources, the stage has been set for the projection of the principles and practices of modern packaging into a vast field where scientific packaging belongs rightfully enough but from which it has heretofore been excluded to a considerable extent through neglect.

The plot that is unfolding is nothing less than a well-sponsored and systematic effort to bring about the acceptance of the modern ideals and specifications of packaging in the retail stores of the United States. To realize how big a task is ahead it is only necessary to visualize the hit-and-miss habits of parceling which have been in vogue from time out of mind in too many stores, large and small. Quite as serious, in its way, as the comparative absence of studied efficiency has been the lack of uniformity. Not only want of pattern conformity as between different stores but, if you please, lack of harmony between different wrapping stations in the same large store.

Chaotic as the prospect has been, the tragic feature of the long-endured situation, as package engineers have seen it, has been the almost total lack of response, in retail circles, to the art and science of packaging as it has developed during the past decade. If store executives have been conscious of shortcomings in their arrangements for wrapping and bundling for store delivery they have apparently been slow indeed to connect this deficiency with a failure to reorganize their plants in sympathy with the demonstrated principles of strategic packaging. For the most part, we must suspect, retailers have remained deaf to the appeal of modern packaging, as an economic factor and promotional force, albeit these unresponsive retailers have been handling, all the while, manufacturers' packages that exemplify the new influences in marketing. The same callousness which has ignored the call of the packaging advance has left the victims insensible to the appalling wastes and extravagances of store parceling routine. Stores organized to the nth degree in some respects have gone blindly along for years, allowing individual

clerks throughout the store and individual employees in the packing and delivery departments to wrap purchases each according to his own lights and with no models and no set formulas to follow, much less any supervision or inspection for uniformity.

**T**HAT an awakening has come at last is to the credit of the National Retail Dry Goods Association, a trade body which includes in its membership the executives of most of the large department stores of the country. For several years past, groups within this organization have gradually yielded to the suspicion that all was not well with the modern department store in its methods of fetching, carrying and storing its merchandise. First, there was consciousness that customer-satisfaction on this score did not rate 100 per cent. And that meant, of course, subnormal good will. Secondly, there was mounting conviction that there were red ink entries (disclosed or undisclosed) against the average store because of the free-and-easy habits of wrapping that prevailed. Some stores, to be sure, were making an almost perfect score in the matter of breakage or damage to goods in transit to customers' homes. But what was the comfort of that if many a small purchase was swathed in excelsior and paper that cost more than the gross profit on the sale.

First tangible evidence of the unrest among the more progressive merchants came somewhat more than a year ago when the National Retail Dry Goods Association undertook its well-remembered study of unit packing, shipping containers and store packing. This pioneer exploration was notably successful and yet it was, before all else, an adventure in research rather than an extensive census or tabulation of store methods and store records. The subdivision of the National Retail Dry Goods Association, characterized as its "Traffic, Receiving and Marketing Group," with members of which the idea of the project originated, worked with a will to gather data, and the Hinde & Dauch Paper Company of Sandusky, Ohio, generously provided facilities for the laboratory work. If the findings of this first examination were in any sense inconclusive, the undertaking justified itself in the interest it aroused in what had theretofore been a dead subject.

Having had its interest whetted by the initial venture,

the officials of the National Retail Dry Goods Association conceived the idea, late in 1929, that real achievement in reform of store methods would be possible if only Uncle Sam could be persuaded to take over the job of first-hand investigation and analysis. It was not so much that the trade body balked at spending the money for so ambitious a program as that it was felt that it needed the prestige and the resources of the Federal Government. It was known that, on the assurance of confidential relations, doors and books would be opened to governmental agents that would never be opened so widely to any private interest. And that, when it came to rendering findings or a verdict, Uncle Sam could speak with an authority that could not be commanded by any other voice.

WHEN appealed to, the Department of Commerce was none too anxious to take on this formidable task. Reluctance was due, principally, to the shortage of available funds for the numerous projects that are under way in furtherance of domestic commerce. Finally, however, it was agreed that the Department would devote \$1000 to \$2000 to a try-out diagnosis, provided there could be assurance of the fullest and most practical cooperation by the executives of whatever metropolitan department stores might be chosen as observation stations and test plants. The promise was given. And has been implicitly fulfilled. Indeed, it may be noted just here that much of the success to date is due to the freedom which has been allowed the Government agents to select from store stocks any items that struck their fancy and to follow such items through all the intricacies of handling, packing and delivery, cross-examining employees at will while the workers were in the act of folding, wrapping, tying, sealing or what not.

When the Department of Commerce came to delegate its latest project, it was, at first, felt that the parceling survey required the joint efforts of the Division of Simplified Practice and the Division of Domestic Commerce. Store methods were under indictment as well as the physical resources of wrapping and packaging. After a number of conferences it was decided that, in deference to what peeped forth as the main objective, the entire investigation should be entrusted to the Division of Simplified Practice. By the by, the Commerce heads stipulated from the start that their duty to business should be accounted discharged when they had inventoried the ways and means of wrapping and packaging. In minute examination of processes and utilities the Commerce sleuths would, presumably, uncover whatever of wastes and leaks exist in the present-day structure. But Uncle Sam gave warning in advance that he

would frame no recommendations. The business men, standing by, must prescribe their own cure when told of the actual state of the patient.

Assignment of this parceling study to the Simplified Practice annex of the National Bureau of Standards may appear no more than a touch of internal departmental detail. But it is emphasized here because it gives the key to the direct and intimate contact between this scrutiny of store packing and the larger interests of packagers in general. The crux of the matter is that Uncle Sam regards the essence of the revolution that is coming as lying, not so much in a revision of store wrapping and packaging methods (although that will be included), as in a shake-up of packaging supplies. Not to get ahead of our story, it may be related, just here, that one of the disclosures which has most deeply impressed the Federal experts who have gone into the field is the appalling accumulation in store packing and delivery departments of vast quantities of uncurrent boxes and other forms of obsolete packing paraphernalia. In some instances the sidetracked containers that were occupying storage space of considerable rental value had

lain so long in the discard that employees did not know their original function and stock purchase records had to be consulted to ascertain why the boxes had been purchased in the beginning.

*AMONG the benefits that can be expected from a survey of packaging practices among retail stores will be the indication to the latter of the importance of having goods reach customers in containers especially designed for those products—a practice which heretofore has resulted to the disadvantage of manufacturer and retailer.*

WE have it then, as Uncle Sam's tentative conviction—already expressed in private if not in public—that if store wrapping and packing is to be reformed the correction must start at the source with a simplification

or standardization of packaging materials. That the store managers themselves are quite willing to accept this view is indicated by the fact that, long before even a preliminary departmental report could be drafted, certain of the cooperating stores had got wind of the Federal revelations and had set about putting their own houses in order. Under this impetus, a group of retail stores in Boston has reduced the number of sizes of folding boxes from forty-six to eighteen; the number of styles of paper bags from four to one; and the number sizes of bags from twenty-seven to six; whereas the range of gift boxes has been cut from 342 to 79 varieties.

What influences may be communicated to the packaging world at large as a result of the unrest in the retail store field may the better be surmised when it is stated that the simplification which is being indicated is designed to cover not only boxes (set-up, folding and corrugated) but wrapping paper, tissue paper, paper bags, twine, gummed tape, etc. It is unthinkable, of course, that any attempted standardization of store boxes should, in any sense, dictate, to any manufacturer of specialties regarding the special model box which he

may elect to use in marketing his wares. At the same time, it must be recognized that if there is concert of action, say, by the 6000 department stores and specialty shops of the United States, the mass demand of these establishments which distribute an aggregate of 3,000,000,000 packages annually cannot but have an effect upon production policies in all the container industries.

Nor can alert bystanders remain unconscious of the fact that this new sensitiveness in retail circles is bound to sharpen the inter-industry competition which has already grown to lively proportions in the container industries and kindred fields. It violates no secret to say that the Federal fact-hunters have found that, in certain stores, some articles are going out in boxes when they might better, or, at least, more economically, travel in bags. Then, again, the deduction will be drawn that a much more extensive use of chipboard might be made to advantage if only the board were provided in more efficient sizes.

**I**N further proof that the dissection of store methods and facilities may carry its reactions to the farthest reaches of the general field of packaging it has only to be recalled that, gradually, with the passing years store practice has been approximating the best ideals of factory packing or full-service packaging. The store's way of doing the thing may be wasteful. It must be, if Uncle Sam has hopes of pointing a possible saving of \$9,000,000 a year. But, efficient or not, the department store management has been willing to take its cue from the aces of the packaging world. Undoubtedly the vogue for gift wrapping and the demands laid upon the stores for this gift service have had something to do with quickening the retail pulse. But, whatever the cause, store packaging has infinitely more in common today with factory packaging than it had at any previous time in history. Apropos of this community of interest, it is conceivable that some of the object lessons that Uncle Sam is digging up in his present foray may be translated direct to the field of long-range packaging. Because the survey covers not merely the wrapping of "take with" purchases, but packaging for dispatch by parcel post, express or truck delivery.

The procedure of the Commerce Department in this packaging survey is to send, to one store at a time, its special agents under the direction of George A. Cooper and H. P. Dalzell. The visitors from Washington study the wrapping and packaging routine under normal operating conditions. The questionnaire method—make-shift of many a swivel chair investigation—is not employed at all in this survey, but the Commerce agents do ask for detailed statistics covering each store's purchases of wrapping and packaging materials covering comparative six-month intervals. To illustrate how complete a census of package consumption is under way, it may be cited that, in the case of set-up boxes, the data gathered at each store covers box dimensions, full telescope and shallow lid classifications, "cover" or "plain," caliper, weight, etc. This inquisitiveness bids

fair to be justified, too, because it has been found that some stores are using twice as much wrapping paper and supplies as are others in the preparation of equivalent quantities of goods for out-of-state shipments.

**T**O ascertain what warrant there is for a governmental probe of store packaging, to light the way for private reformation, the Commerce Department made a survey in six representative stores—three in Boston, one in New York, one in Newark and one in Brooklyn. So sensational have been the disclosures, involving the uncovering of fifty-one specific examples of waste, that the Department has been importuned to proceed with a country-wide survey which would bring into the reckoning the various climatic, geographical and other conditions which have bearing upon packaging practice in particular localities. This extension program would encompass groups of not less than three stores each in cities as follows: New York, Washington, Dallas, Pittsburgh, Milwaukee, Portland, Oregon, San Francisco, Boston, Atlanta, St. Paul, Chicago, St. Louis, Los Angeles and Detroit. Not only are faulty methods pilloried but it is the intention to ultimately pass along for general adoption worthy departures in packaging practice which have been originated by any of the stores visited.

From the business-building standpoint, perhaps the greatest blessing that this Federal project may bring to the container industries lies in its promise of stabilization through abolition of unbridled "clerk wrap." "Clerk wrap" is the skeleton in the closet of store packaging. The term is used to denote that promiscuous and precarious practice which results when the individual employee of the store is allowed to exercise his or her own judgment as to how each article should be parceled and to vary that judgment in changing circumstances. Indeed, it is the insidious elasticity of "clerk wrap" that has made for hopelessly uneven practice. The Federal specialists have discovered that it is quite the common practice for clerks to wrap an article in one way when they have plenty of leisure and material and to cut corners and skimp during rush hours or when supplies are temporarily exhausted. One instance was found where, rather than take trouble, clerks were packaging articles of the size of a man's tie in containers designed to carry a sweater. Definite specifications for packaging will be the result of this exposé and a closer supervision and inspection of packages.

**M**ANUFACTURERS who package their wares at the factory for retail sale have a "look in" on this store survey that, probably, they could never have expected. The surprise of the whole project is found in the discovery by the Federal experts that the one most deadly secret enemy of economy and efficiency in packaging is "depackaging" to minimize the consequence of return of merchandise. Here is an unrevealed evil that has been striking underhandedly at the very vitals of promotional and decorative packaging. It seems that, without any instructions from (Continued on page 68)





## The Package of the Month

**T**HE unromantic tack has at last come into its own. Geo. Baker & Sons, Inc., Brockton, Mass., in marketing Bakatax has offered to the hardware trade an attractively set-up carton of modern design for the dealers' counters containing one dozen packages of tacks. Tack merchandising has leaped forward 50 years overnight and the formerly drab, unattractive package has been transformed into a sales-producing package and display box.

The display carton, when closed, measures approximately 6½ in. long, 3 in. wide and 2 in. deep, and the color scheme is bright green, black and white. The top of the carton contains an illustration of the type of tack inside, set in a triangular design, the point of the tack in the sharp angle of the triangle, giving character to the box, and bringing the eye down to the picture of the small box of tacks beneath which bespeaks the contents of the carton. The cover contains the legend, "Use Rust Resisting Bakatax."

The sides of the carton contain the word Bakatax in large white lettering on a vivid green background. The ends of the carton also carry the word Bakatax in the same style of lettering on the green background, an illustration of the style of tack, its size, and the quantity and weight contained in each box of tacks contained therein.

The carton, when opened, lends itself readily to display purposes. Upon removing the cover, a tab springs up which is of the same design as the top of the box. The carton, when set into the cover with the front ends together and the rear raised, displays its contents at a glance. The tack in the triangle on the tab which stands erect leads the eye directly downward to the colorful packages of tacks below, each with the same design in the same color scheme—bright green, black and white.

**T**HE customer does not even need to open the package to discover the size of (Continued on page 68)



# Aluminum Containers in Canning

**Experimental Progress in Utilization of This Metal for Preservation of Food Products Indicates Possibilities—Light Weight of Importance in Export**

IN an article appearing in a recent issue of *Norges Handels-og Sjøfartstidende*\* it is stated that considerable work has been done toward the utilization of aluminum in the packing of foods. All other metals must be tin-plated to insure safety for food-stuffs.

Aluminum has been experimented with since immediately after the war, and a quantity of products, especially sardines, were packed in aluminum boxes. These have been opened from time to time. These examinations showed that neither the boxes nor the contents had suffered. However, the prices were prohibitive but since then they have been appreciably reduced.

Then experiments were initiated to find the proper form and thickness for the containers, and the right temper for the aluminum. It was thought that if the advertising on the box could be stamped into the aluminum instead of using paper for this purpose, the box would cost about one-half oce (approximately one-eighth of a cent) more when of aluminum, if the savings in paper and decorations were not considered. However, when these latter two items were reckoned, the aluminum containers would be just as cheap as the other kinds. When these facts had been ascertained a series of experiments were started. The aluminum was rolled in rolls and fed directly to the shaping machine and the scraps were rolled up again and used once more. On the basis of these experiments several advantages are now claimed for the aluminum container.

When the containers can be produced at such low cost, it would not necessarily be because of the favorable market conditions of aluminum, but because of demands and the economies derived from fixed large-scale production. One company may start a rolling-mill for manual rolling, at Høyanger, next to the present aluminum

foundry there, for the production of rolls made by hand. A considerable saving can be effected this way.

Experiments have also been made with containers for such susceptible products as fish-balls and a container has been produced which, when opened, can be used as a cooking vessel.

It was necessary to have an absolutely perfect container before it could be submitted to the canners. After it had been demonstrated that the contents would keep, the containers were made perfect from a mechanical and durability point of view.

Experiments are now being made in the canning of vitamins. The containers have been sent to a German expert who has given a lengthy discussion with the following conclusions: "I believe that it can be definitely stated that the Norwegian canning industry will receive a powerful help and support by the use of this container which is entirely superior not only in appearance but also from a sanitary and mechanical point of view."

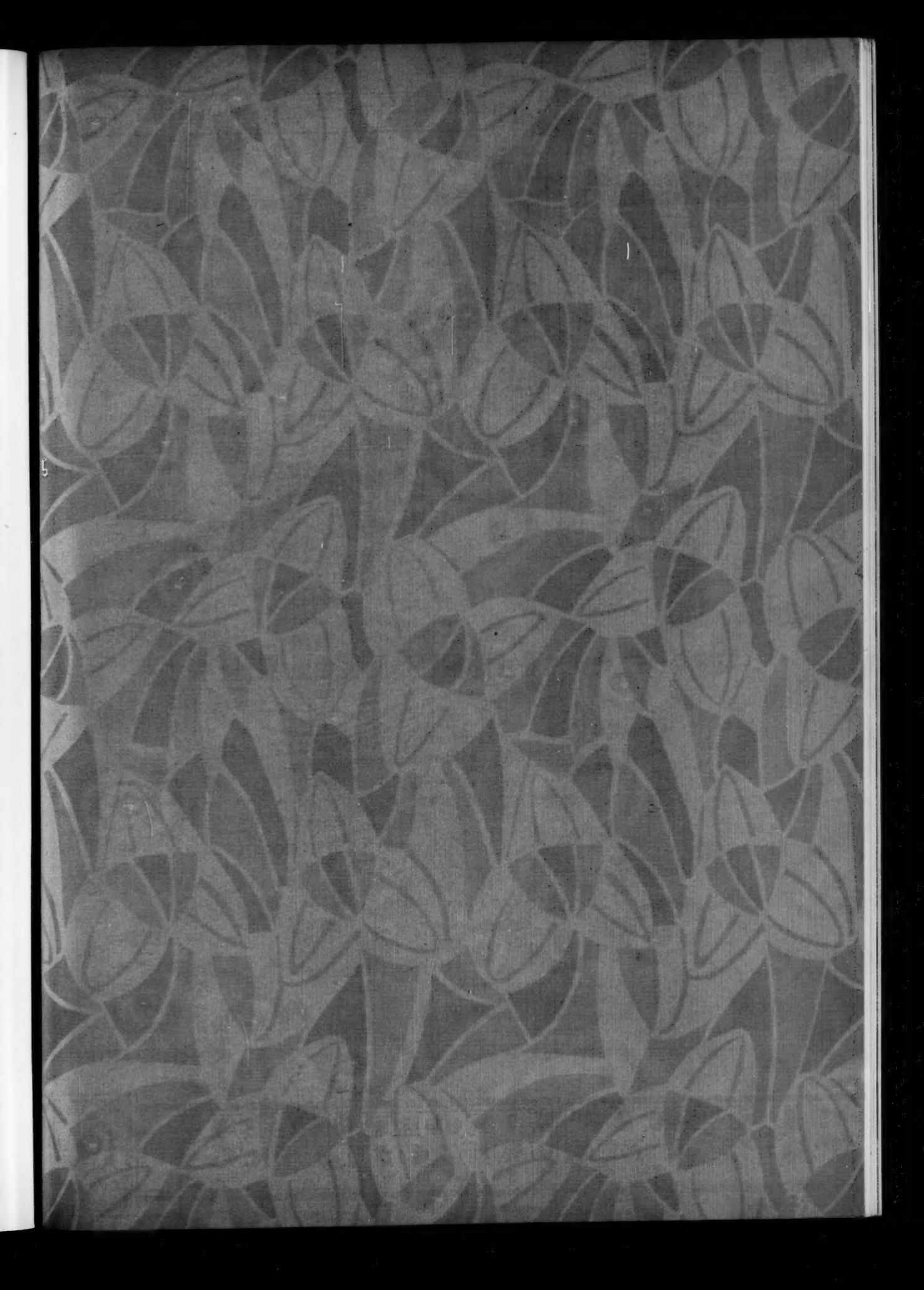
Director Kloumann stated in a meeting of the Stavanger Canner's Association that aluminum containers have the advantage of lightness in weight which is important for exports to countries where customs duties are payable by weight. The saving in weight on an ordinary export case would amount to four kilograms. The value of the empty container as scrap would also increase the popularity of this form of packing as it would be possible to pay from 1.50 to 2.00 crowns (35 to 47 cents) for 100 empty containers. The sentiment of the meeting was that the advantages of aluminum would more than neutralize a small difference in cost.

Consul Torgrinison said that if the industry is to go over entirely to aluminum, and become dependent upon aluminum production, the canning industry will have to protect itself against future rise in prices of aluminum or make arrangements by which the future price ratios between aluminum and tin re- (Continued on page 66)

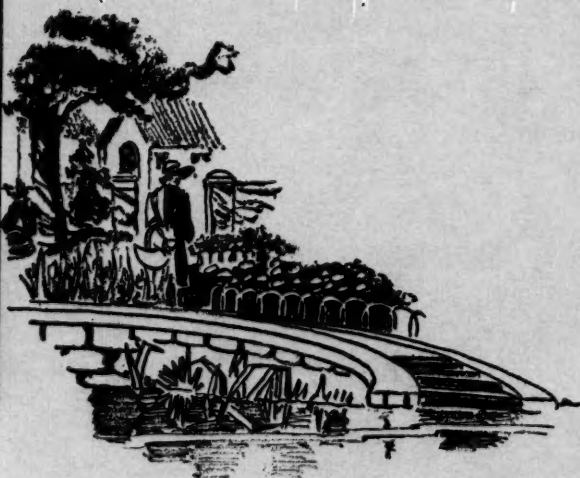


Aluminum cans showing stamped labels

\* *Norwegian Journal of Commerce and Shipping*. Translation furnished to MODERN PACKAGING through courtesy of The Bureau of Foreign and Domestic Commerce.



THE MOST COLORFUL PAPER MILL IN AMERICA



## A FLOWER MOTIF

From the first warm breath of spring came the inspiration for this distinctive packaging paper. The crocus yielded the flower motif for the pattern. From the colors of the garden came soft spring green and the delicate pink. The sky above gave us the warm gray of scudding rain clouds and the azure blue, while from the earth came the sepia and brown. QWith this distinctive pattern and the choice of colors allowed, Crocus, one of the Made-in-America Box Covers, is a pattern to appeal to the most discriminating of packagers.

**DISTRICT COLUMBIA  
PAPER MANUFACTURING  
C O M P A N Y**

New York Office  
110 PARK ROW

Mills and General Offices  
WASHINGTON, D. C.

Chicago Office  
CHICAGO MERCANTILE BUILDING







ERICA

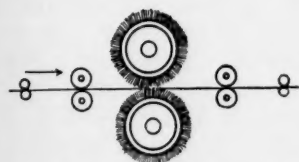


# Lithographed Metal Containers

**This Method Demands a New Finishing Process Necessitated by the Discarding of Paper Labels**

By **GEORGE RICE**

WITH colorful landscapes, designs taken from bird and animal life, and advertising in general being lithographed directly upon the surfaces of tin containers, instead of on paper labels, some new problems in finishing are presented. Lithographing, printing, stencilling and hand-stamping designs and descriptive lines on paper for label service is one of the oldest of arts. The paper label is not in every case satisfactory. The adhering material often softens when the containers are stored in damp places. The paper stock does not possess the stable properties of metal, so that even when the printing is competently done with fast and efficient colors, the colors may tend to fade in light exposure. Anyone can see this depreciation of



*Detail of dusting machine which removes foreign materials from surface of the tin plate*

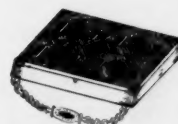
color by placing a container on which a paper label is pasted in direct sunlight for a few days. The side next the sun may show a loss of color brightness while the shaded side will retain its glow. This is an important matter to merchants who habitually place sample packages in their show windows to help advertise and sell the goods. The processes of lithographing and finishing the designs direct upon the tin surfaces of the containers have been perfected to a condition that assures normal retention of the brightness of the coloring matter regardless of a strong light exposure in a show window. Furthermore, the label which is made directly upon the tin is sure to stay there.

It is not lawful to change labels on containers, but it has happened in all countries. Recently an exporter told me that a consignment of canned goods he had shipped to Manila, Philippine Islands, got into the hands of some native dealers in the southern section of Luzon, and these dealers removed the paper labels and substituted labels of a Spanish source, for reasons unknown, for the Spanish selling prices were even lower than the American.

YEARS ago a machine was invented that would grip circular metal containers and roll them over types which would print advertising matter on them. The idea of printing matter direct upon the tin surfaces was good but the method was wrong and the plan failed.

The tin has to be impressed with the designs and the words while it is flat. The shaping of the tin by bending it into the form of a can or a box has to be done after the design with its colors and finishing processes have been completed. Tin plate in its ordinary state, direct

*An imitation tile effect produced on a compact lid by the tinplate printing and finishing process*



from the tinplate works, is not in condition for ornamentation. And here is where the work of the industrial finisher comes in. It is a finishing process although it takes place before the execution of the design. The tin plate has to be free of all foreign substances. Particles of dust, stains, rust, deposits of some bacteriological organism, or mould must come off. Both surfaces of the tin have to be cleared, because the outside receives a chemical treatment to facilitate the printing of the label and the inside another treatment to make it sanitary for foodstuffs. Loose foreign substances are removed by running the tinplate through a duster, a sectional view of which is shown in Fig. 1.

The brushes remove the loose matter and an exhaust carries it off. Both sides of the tin are now ready for the coating. That for the inside of the container goes on first, and if for food a sanitary lacquer is put on, while if the container is to be used as a fancy powder box, some attractive finish or color is used. The coating machines used for this purpose are of the ordinary type and are well known to finishers. The lacquered tin is then subjected to a temperature of about 300 deg. F. for about one half-hour for drying purposes. *(Continued on page 54)*



*First impression*



*Second impression*



*Third impression*

*The printing operation on tinplate is accomplished with repeated impressions, an impression being made for each color in the design*

# Wrappings for Confectionery

**Examples of Coverings Which Make Use of Transparent, Foil, Opaque Paper and Combinations of Opaque and Foil Are Described with Specifications of Each in Packaging Confectionery**

*By E. T. ELLIS*

**E**IGHT interesting types of paper wrappings for confectionery packers, some relating to flour confectionery and others to sugar confectionery, are discussed in this article. The range of examples is unusually wide, special attention being called to the fact that there are both transparent and opaque examples, banded examples provided with an overlap and banded examples without such overlaps, one model which forms a six-sided figure when opened out, and another in which the sheet itself is cut in the form of a circle. Both the long bar and the short biscuit are considered, while attention of packing men is again drawn to some types of confectionery paper packings which are bandless, in addition to the increasingly popular banded ones.

A transparent outer paper wrapping is shown in Fig. 1, this being made use of by packers of dessert chocolates. Packers should note that it is designed to take a quarter-pound packet, and that sometimes it is made use of in conjunction with a second or subsidiary paper packing of an opaque character, while in other instances it is used for the wrapping of a printed carton itself.

The drawing of the base should first be studied, and this is, therefore, given. The main base consists of A, made up of a single thickness of transparent paper, while the subsidiary portion D is also single in thickness. The overlap of the paper on the base is clearly shown by the shaded strip C, and this is rather narrow in this model, though much wider in others which resemble it. Adhesive is used on C to secure the extension of A thereto, but no folds are made along the margins separating C from A or C from D.

Each end is sealed. One of these sealed ends is sketched out separately. A is the paper seal, oval in shape, and attached by means of its own adhesive to the four paper end triangles B, C, D, E. Of these C is usually made first, onto this are turned B and E, and finally before A is put on D is turned over. In a few instances D overlaps C to a considerable extent, but in other cases merely touches its tip.

Turning now to the whole sheet, A is its top, C and B are its front and back or back and front, respectively, D is the subsidiary base strip and adhesive strip, while E is the main base portion which overlaps D. The ends are complicated and elaborately compound, the left hand end being made up of the portions F, G, 2G, H, 2H, 4H, 3H, J, 2J, K, and the right hand end being correspondingly made up of 2F, 3G, 4G, 5H, 6H, 8H,

7H, 3J, 4J, 2K. In some instances the tiny triangle 4H in the case of the left hand end, and the corresponding small triangle 8H in the case of the right hand end are omitted altogether, in which case H becomes a triangle instead of a four-sided figure, the same remark applying to 3H, 5H, and 7H.

The long folds or bends in the whole sheet are extremely simple in character, full right angles being made in each case along the lines N2N, 2P3P, Q2Q, and T2T. The short bends or folds of the ends are not nearly so simple, double right angled folds being made. Without distinguishing as to the number of degrees (which will be apparent when the model is made up) packages should fold along the lines O3N, 6P8P, 7P4P, and R2R in the case of the left hand end, and correspondingly along the lines 4NP, 5P10P, 11P9P, and S2S in the case of the right hand end. Single right angled bends are also made along the lines L2L and M2M. No portion of this model, either on its outer surface or inner surface, carries any print, the print on the packet itself showing through. The seals on the ends, however, often carry a word or two. Dimensions of this type are as follows: Total length of sheet, 9 in.; total width, 7 in.; width of base overlap,  $\frac{1}{2}$  in. only; width of end overlap, 1 in. in this instance, and in other instances less; total weight, including two end seals, under  $\frac{1}{4}$  ounce.

From time to time in studying paper wrappings for the confectionery trade, one comes across examples in which the entire outer paper wrapping is used as a lid for an otherwise lidless box. An example of this kind is shown in Fig. 2, and again taking the base first, we find that it is made up of A, plus B, plus C, the triangles B and C being the turned-under ends of the paper wrapping, or in other words the end underlaps. From this it follows that instead of folding the paper on to the ends themselves, they fold and fit under the base as shown.

One of the ends is also sketched separately, and in this instance it is usual to make the folds B and C first, and follow them by folding on A. Finally a fold is made along the base line of C to turn it under A of the base as shown in the base sketch.

Turning now to the whole sheet, its outer top consists of F, its outer front of E, its base of B, plus 2B, plus 3B, with the turned-over triangles 2B and 3B already shown in the base drawing, a back D, an inner top A, and an inner front C. The two complicated ends are made up of G and H, while folds are made along the lines OP,

QR, J2J, K2K, L2L, M2M, and N2N. The small subsidiary folds of the ends are not in this instance sketched out, as with the end and base being shown separately, they will be apparent when the model is being made up. Although transparent or semi-transparent and more or less greaseproof material is used for the preparation of this paper packing, it does not generally carry any print either on its

outer or inner surface. As to actual dimensions of this type of paper wrapping, the following should be noted: Total length of sheet, 10 in.; total width of sheet, 10 in., i.e., in this instance we are dealing with a perfect square; width of base overlap,  $\frac{3}{8}$  in. only from point to base; width of overlap on the ends themselves,  $\frac{1}{4}$  in.; total weight, under  $\frac{1}{4}$  ounce.

Fig. 3 shows a useful type of banded biscuit wrapping much used by flour confectioners. Taking the whole sheet first, A is its top, B and E form its base conjointly, C forms its back and D forms its front. The ends are made up of F and G. Folds which are right angles or nearly right angles in the case of the base edges, and which if not ninety degrees are rather more than ninety degrees in the case of the top edges, are made along the lines HJ, KL, M2M, N2N, P2P and Q2Q. The rather narrow overlap of E on B is not shown in the sketch. The whole sheet is made of tinfoil or leadfoil, and in most instances is neither tinted nor printed. The foil may be folded on to the ends F and G themselves, or there may be slight end overlaps on the base A.

Turning now to the band, of which a separate drawing is given, it is applied to the whole sheet in the direction of F, A, G, i.e., it is wrapped over the ends of the oblong biscuit instead of across its width. It is made of opaque paper, and is divided into two printing areas on its outer surface, the upper printing area consisting of D, Q, B, S, F, while the lower and wider printing area is made up of C, R, A, T, E, the printing on both being in the direction of the arrows and wording being limited to B and A, although the printed designs are carried on all the other portions.

The top is conjointly made up of A, plus B, one end is made up of Q, plus R, the other of S, plus T, one portion of the base is found in F, plus E, and on to this the second portion of the base D, plus C overlaps. Right-angled folds are made along the lines GH, JK, LM, and NP, or occasionally when the edges of the biscuit do not make ninety degrees, acute angles are made along the lines GH and NP, while obtuse angles are correspondingly

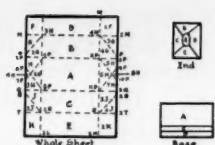


Fig. 1. Single Piece Oiler Transparent paper for Quarter Round Biscuits Assorted Chocolates. (Quarter Size)

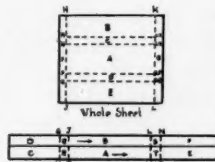


Fig. 3. Two-Piece Confectioners Banded Biscuit Wrapping. (Half Size)

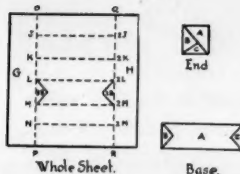


Fig. 2. Oiler Paper Wrapping Forming Lid of Lidless Overlapped Biscuits. (Quarter Size)

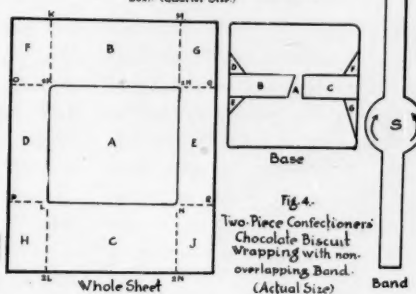


Fig. 4. Two-Piece Confectioners Chocolate Biscuit Wrapping with non-overlapping Band. (Actual Size)

required along the lines JK and LM. Dimensions of this type follow: Total length of whole sheet, 4 in.; total width thereof,  $2\frac{1}{4}$  in.; total length of band, 8 in.; total width of band,  $\frac{7}{8}$  in. only; thickness of wrapped specimen or depth of end,  $\frac{3}{8}$  in. total weight, taking band and sheet together, under  $\frac{1}{4}$  ounce.

Another attractive banded chocolate biscuit packing, in

this case without overlapping ends, is shown in Fig. 4, this being specially popular in Europe for sale to confectioners who supply the afternoon tea requirements of the leading hotels.

Taking the whole sheet first, its top is made up of the rectangle 2K2MNL2K. The base is conjointly made up of B and C, and it should be noted there is a very narrow overlap, the ends being made up, respectively, of F, D, H, in the case of the left hand end, and G, E, J, in the case of the right hand one. While in some instances the edges 2K2M, 2MN, NL, and L2K are rounded or chamfered, the actual corners themselves always being rounded, it will be sufficiently accurate for our purpose to say that right angled folds are made along the edges of the top and the edges of the base. These are followed by additional folds along the lines O2K, 2KK, M2M, 2MQ, PL, L2L, 2NN and NR. The whole sheet is made up of leadfoil or tinfoil, attractively tinted in two or more colorings on its outer surface, and silvery gray on its inner surface only.

Turning now to the band, the most pronounced feature of this is its half-moon-like extensions toward its center, which are printed on their outer surface in the direction of the two arrows. Folds might have been shown of the band, but when packing men come to apply it to the wrapped specimen they will find there is no difficulty in making them in the proper place. In actual practice the ring of the band covers A of the top, being placed as near the center as possible.

Finally, as regards the base, the main portion of this is made up of A. To this the two ends of the band B and C are attached by means of adhesive, and under these band ends the foil ends of the whole sheet, or rather their triangular terminations occur, the visible portions being shown by D, E, F and G. No portion of the base carries printed wording as a rule.

Dimensions of this type follow: Total length of whole sheet,  $4\frac{3}{4}$  in.; total width of same, 4 in. only, i.e., the sheet does not form a perfect square; total length of band,  $5\frac{1}{2}$  in.; maximum width of band in the ring,



1 in.; minimum width of band at end,  $\frac{7}{16}$  in.; total thickness of wrapped specimen,  $\frac{1}{4}$  in.; total weight of band and sheet together, under  $\frac{1}{4}$  ounce.

Fig. 5 shows a single-piece, six-sided sheet of which wide use is made by certain European packers of milk chocolate with nuts. In order to understand the sheet itself the base should first be studied, and of this a separate sketch is given.

On to the inner or under surface of A the portions lettered F and G with their subsidiary small portions D and E, are first turned. After this has been done H and J are turned on to the base of the bar itself, and the main base flap, made up of C, plus D, plus B, plus E, is then turned on to these. Following this the main outer base flap made up of F, A, G, D, B, E, is turned on to these, and secured thereto by adhesive on the inner surface of D, B, and E, the width of overlap being that of the strip B.

Turning now to the whole sheet, of which a drawing has been made with particular care, the top is made up of A, plus 2A, the oval serrated edged portion 2A being a special illustration area on the outer surface carrying no print as a rule. The front is made up of E, the back of D, one portion of the base of B, and the other of C. The main ends consist obviously of M, 2M, but numerous end and base flaps are provided, these being lettered 3F, F, K, H, L, G and J, in the case of the left hand extremity, and 4F, 2F, 2K, 2H, 2L, 2G, 2J, in the case of the right hand extremity. The folds required are complicated, and are made up of four different kinds of angles, viz., single right angles, double right angles, acute angles, and obtuse angles. It is hardly necessary, however, to indicate here the exact number of degrees, and it will suffice, therefore, to say that folds must be made along the dotted lines ON, 3NQ, SQ, 3SQ, U3Q, V3Q, 3QW, Q3Q, T2T, and R3R, in the case of the left hand end, and P2N, 2P2Q, 2Q2S, 2Q4S, 4Q2U, 4Q2V, 4QX, 2Q4Q, 3T4T, and 2R4R, in the case of the right hand end, while finally edge folds are required in a horizontal direction along the dotted lines N2N, Q2Q, 3Q4Q and R2R.

This type of confectionery packing is usually made of stiff semi-transparent greaseproof paper, and carries print on the outer surface of the portions arrowed, viz., A and C apart from the illustration area already commented upon, the direction of the wording being that of the arrows thereon. Dimensions of this type follow: Total length of whole sheet,  $6\frac{1}{2}$  in., this being the maximum length

thereof, the minimum length of the whole sheet being  $5\frac{3}{16}$  in.; the total width of the whole sheet is  $4\frac{1}{4}$  in., while the thickness of the wrapped specimen comes to  $\frac{1}{4}$  inch only. The total weight is slightly under  $\frac{1}{4}$  ounce.

Fig. 6 shows a comparatively simple type of single-piece, unbanded silverfoil packing for the long bar branch of the milk and nut chocolate industry. In this instance A forms the top of the specimen, C is its back, D is its front, while the base is conjointly made up of B and E, there being comparatively large overlaps. The shape of the end is very well brought out by the figure KLMNK, and hence a separate drawing of the end of this bar is not called for. Acute angled folds are required along the lines K2K, 2K2N, 2NN, and NK, while obtuse angled folds are correspondingly required along the lines L2L, 2L2M, 2MM and ML. The ends are made up of F and G, and from this it follows that simple folds are also required along the lines HK, J2K, 2N2J, and 2HN. Exceptionally in this instance folds must be made along the edges KL, MN, 2K2L and 2M2N.

Turning now to the separate sketch of the base, this should be studied with care, in spite of its comparatively simple character. The foil from the ends of the model folds over on to the surface of the base as shown at C and D, these two folds being made last. The strip B is folded on to the bar base first, and this extends to a considerable extent under A. Packing men should note, however, that A is rarely attached to B by adhesive, and that C and D also as a rule are not stuck on to A and B.

Plain and rather thin silverfoil, otherwise tinfoil or leadfoil, is usually employed for the whole sheet of this example, and carries no print either on its outer or inner surface. After being wrapped it is always marked in a carton of thin paper board or fibre board. Dimensions of this type are: Total length of whole sheet,  $8\frac{1}{2}$  in.; total width thereof,  $4\frac{1}{2}$  in.; thickness of wrapped specimen,  $\frac{1}{2}$  in. only; total weight, under  $\frac{1}{4}$  ounce.

Fig. 7 shows an interesting circular banded example emanating from the flour confectionery trade. Taking the whole sheet first, this is circular in character, and the biscuit sits in its center forming the inner circle A. The band is in some instances applied in the direction of B, A, B of the whole sheet, but frequently it is applied in the opposite direction as shown in the separate sketch of the base.

Turning to the base next, the banded por-

(Continued on page 60)

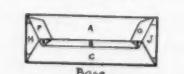
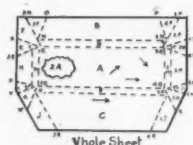


Fig. 5. Single Piece Six-Sided Printed Paper Packing for Single Bars of Milk Chocolate with Nuts. (Half Size)

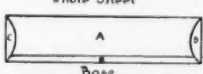
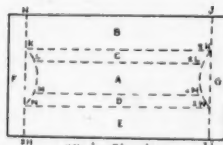


Fig. 6. Single Piece Silver Foil Packing for Long Bar of Milk and Nut Chocolate. (Half Size)

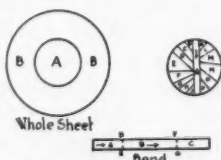


Fig. 7. Confectionery Circular Banded Paper Wrapping for Shortbread. (Quarter Size)

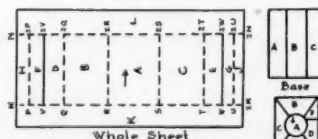
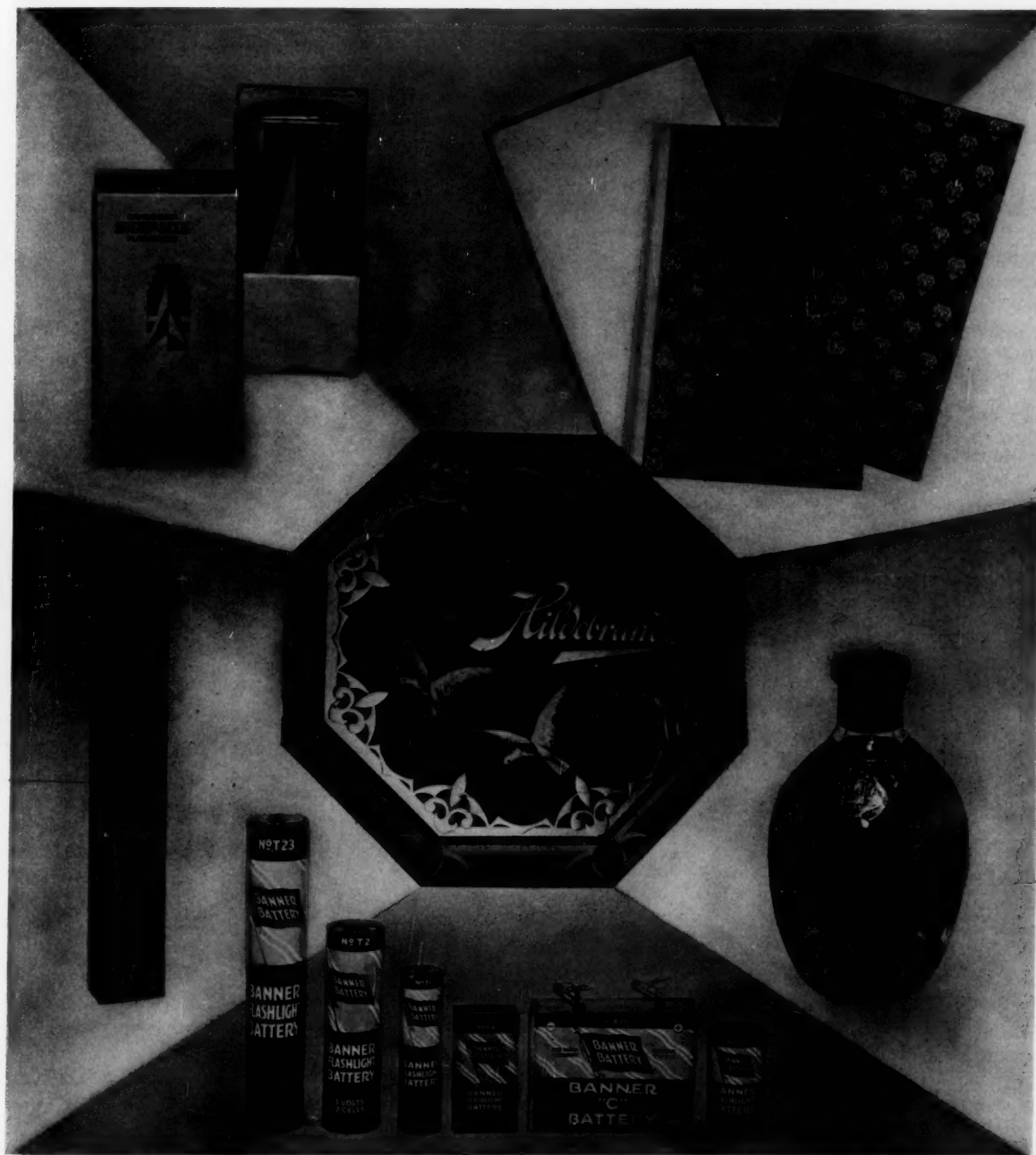


Fig. 8. Sheet Wrapping with End Seals for Confectionery Arrowroot Biscuits. (Half Size)

# Packages in the Spotlight



*Upper left: A silver covered slide box is used to display a de luxe model Snap-Lite. Upper right: A folio of papers is covered with a green and tan paper and encased in a box covered with paper in the same design. Center: An octagonal folding carton in blue embossed in gold is used as a container for imported chocolates. Lower left: Cigars are packaged in folding cartons with cut-out window to show the label. Entire package is wrapped in Cellophane. Lower right: A pinch bottle is used for imported olive oil. The cork is covered with a green gelatin cap. Below: Family resemblance is evident in this line of batteries. Colors used are bright red and white.*

# Launching the New Package

**Out-of-Style Packages Were Discarded Recently by Daggett & Ramsdell in Favor of a Group of Related Containers Developed in the Modern Manner**

*By JANE HARCOURT*

**T**HE year 1930 marks the 40th anniversary of the manufacture of cold cream by Daggett & Ramsdell. For forty years this company has made cold creams and lotions which are reputed to be the first known line of this type of merchandise nationally advertised. Begun in a drug store of the old fashioned type, the market for these creams has gradually increased until it is at the present time practically world-wide.

Many types of advertising have been employed by this company. Magazines and newspapers have been used for many years. Within the last few manufacturers have realized that the package plays an important part in advertising—that it is one of the most important forms of advertising, and the packages used by this company had undergone very few changes in the last 20 years. In preparing for the celebration of the 40th anniversary of Daggett & Ramsdell products, it was decided to modernize the containers used and bring them more in keeping with the modern trend.

The experience of various other manufacturers had demonstrated that it was possible to change or re-style packages without losing the advertising value of the old containers. This could be accomplished by one of two methods—the first, by making a series of gradual changes, finally reaching a completely new package, or after three or more gradual changes in the established package, and—secondly, by changing the package

completely at once. Believing that the name of its products was sufficiently identified with its reputation and established qualities, this company wisely decided to make a complete change without going through a series of intermediate revisions. Mr. John Devries was asked to design new containers for all the products manufactured by this company.



*The new packages present a related appearance*

**T**HE new containers shown in the accompanying illustration are developed in silver, gray and black. The jars for the cold cream are of porcelain decorated with a label of gray with a monogram in black on silver. Screw tops are of polished aluminum and bear the name "Daggett & Ramsdell" in plain block type. The tubes employed carry out the same scheme of decoration—plain gray, highly enameled tubes with a label the same as that employed on the jars. The liquid products, Vivatone and Ha-kol are packaged in crystal bottles decorated with

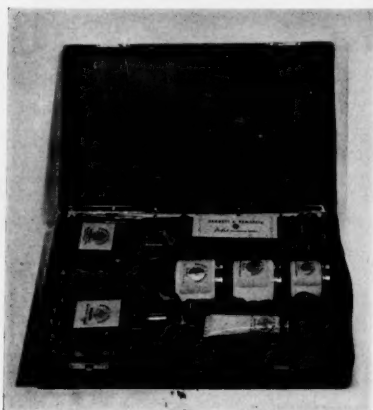
polished metal slip caps and the same label design as employed on jars and tubes.

These packages are not only modern and in keeping with present styles of package decoration, but distinctive as well. There is no possibility of confusion with other brands and the employment of the trade name in a prominent place on the label precludes all possibility of confusion with competing packages and instantly identifies any one of the packages as a Daggett & Ramsdell product.

A display case has been provided for the use of the company's salesman. This case is small, compact and thoroughly modern in appearance and contains one each of the new packages shown against a background of satin.

Restricted areas were selected for a trial test of the new packages for both consumer and dealer reaction. Window displays featuring new packages were shown in these districts and the dealers were instructed to observe and report consumer reaction to the change. This method of testing a new package was employed for a period of nearly four months. Results obtained demonstrated that instead of losing identity the products achieved a new advertising value characterized principally by an increase in sales.

With this information at hand, the company was then ready to launch the new packages through its usual area of distribution. Broad-sides featuring photographic reproductions of the packages were mailed to dealers throughout the country. Responses to these broad-sides were encouraging and on the first of the year the campaign to substitute the new packages for the old began. Magazines with national distribution and more than 20,000,000 readers were used for a double spread. Newspapers were also used to advertise the new packages. The introductory advertising for this new line of packages featured a photograph of a group package, namely, the "Debutante Kit." This was not sold by dealers but was sent through the mails in

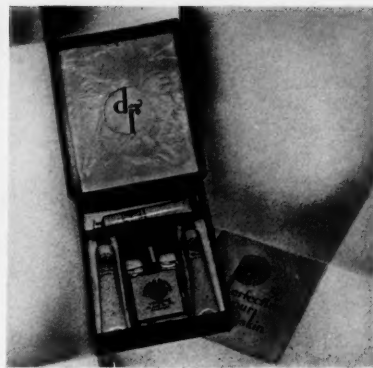


Salesman's case used to introduce the new packages

February, 1930

the products to the attention of the buying public, and given new life to the line.

In addition, the family resemblance of the packages has proved beneficial as it has taken the original product, cold cream, and made it one member of a line of cosmetics, thus aiding in increasing sales in the other products manufactured by this company.



The "Debutante Kit" used to introduce the new packages



Packages formerly in use. Unrelated types of decoration destroyed family resemblance

answer to coupon inquiries in order to familiarize the public with the new packages. Window displays unusual in design and modern in style were distributed without additional cost to dealers purchasing quantities of these products. Responses to date have been most encouraging. The company is of the opinion that the change has put new life in its advertising, aided in bringing

IMPORTANT increases were registered during November, 1929, by package goods manufacturers in the confectionery field, while there was a considerable decrease in the sale of bar goods, according to the Food Stuffs Division of the Department of Commerce. This is a normal occurrence, however, since package goods enjoy their greatest vogue during the Christmas holiday season, and November sales by manufacturing wholesalers represent Christmas business. Sales of confectionery by manufacturing wholesalers during November increased 1.5 per cent over the preceding month, October, 1929, but were less by 2.8 per cent than corresponding sales in November, 1928. Manufacturing retailers and manufacturers of chocolate products had just the opposite experience during November.

IN the Jan. 15, 1930, issue of the *Commercial Standards Monthly* there appears an item regarding folding boxes for coffee. Upon the joint request of the National Coffee Roasters Association, and the Paperboard Industries Association, the Division of Simplified Practice is assisting in determining the views of affected interests regarding a proposed simplification of sizes of folding boxes for coffee. It is thought that the adoption of a simplified practice recommendation establishing stock sizes for coffee boxes would result in a reduction of production costs, simpler inventory problems and a greater convenience in shipping and storing.



Right: Green embossed velour in flower design giving pansy petals a deep rich appearance. By Bendix Paper Co.

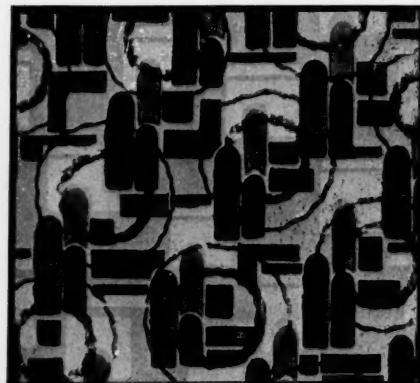


## Decorative Papers tive Col

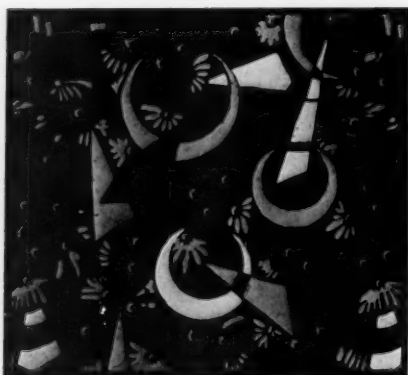
Interesting and Select  
Suggestive of Boxes  
Person



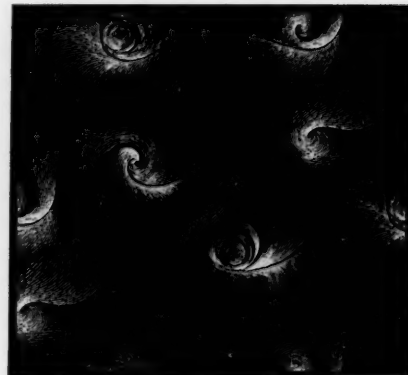
Left: A gold, white and black modified scroll design on light gray background. Tissue by C. R. Whiting Co., Inc.



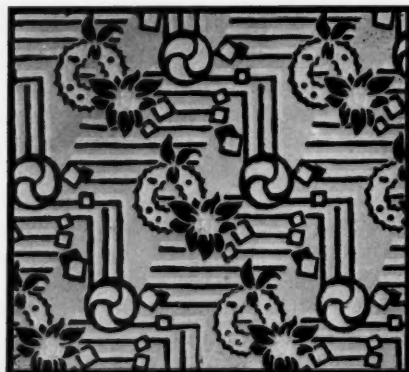
Right: All-over design in red, green, yellow and dark blue with gold circles and light blue background. By Beekman Paper & Card Co.



Left: Crescent and geometric designs in red, royal blue and white with gold flowers on black background. By A. M. Collins Manufacturing Co.



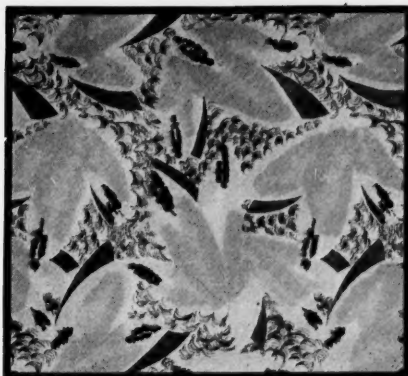
Right: Floral and geometric design of gold and white on sky-blue background. By Hampden Glazed Paper & Card Co.



Above: All-over spiral design of white adds a note of sophistication to a black paper. By Tamm & Co.

## in New and Attractive Designs

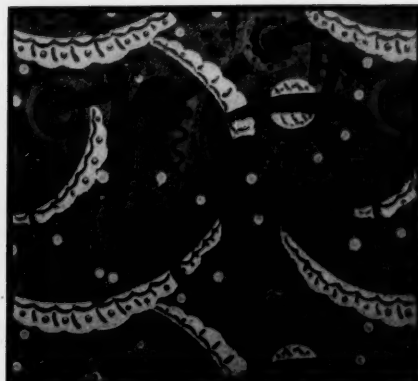
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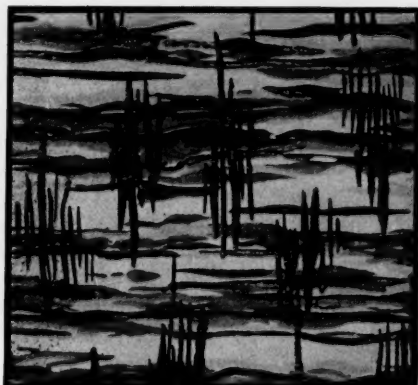
*Left: Leaf design of lavender on pink background with small geometric design in gold, and gold relief on background. By Matthias & Freeman Paper Co.*



*Left: Rich over-all design of gold on black background with a note of luxury. By A. M. Collins Mfg. Co.*



*Right: Geometric design on yellow background in red, dark blue, black, green and gold in a modernistic tone. By Beekman Paper & Card Co., New York.*

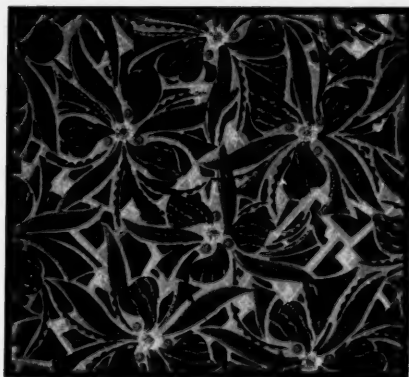


*Right: Gray tissue with conventional flower design in gray separated by geometric designs in silver. By C. R. Whiting & Co., Inc.*



*Left: Modified scroll design in brick red forming flower with gold center, green representing leaves, on purple background. By Tamm & Co.*

*Above: Over-all design in purple, pink and gold in sunset effect on white background, suitable for small boxes. By Beekman Paper & Card Co.*



# Three-Fold Results in Automatic Cartoning\*

**A Dairy Packages 10,000 Pounds of Butter in Pounds, Half-Pounds, and Quarter-Pounds on One Machine in 6.26 Hours**

A machine recently developed for use in cartoning butter will individually single or double wrap pounds, quarters and halves and assemble in pound cartons. Recently one of these machines was installed in the plant of the Page Dairy Company at Toledo, Ohio, and a survey of its performance has been completed.

The machine, known as the Triplex Automat wrapping and cartoning machine, is manufactured by the Automat Molding and Folding Co. of Toledo, Ohio, and was designed for use for creameries whose production is divided into pound, half-pound and quarter-pound prints, and not sufficiently large to warrant the purchase of three single-type machines for wrapping. Comparisons with hand wrapping methods have been made in order to determine the economy of the machine for wrapping these three-size prints in the average quantities commonly wrapped.

To enable easy comparison with particular cases, a round figure of 10,000 lbs. of butter to be wrapped and cartoned per day was chosen. The normal was assumed, that is, 10,000 lbs. was required, 30 per cent pounds, 60 per cent quarters and 10 per cent halves—all prints to be individually single wrapped and assembled in pound cartons. This amount of work could be done on one Type A, one Type F and one Type H machine, or it could all be done on the Triplex machine.

The following report tabulates the conditions outlined above and gives a full comparison of outputs and costs of each method. In order to give figures which may be depended on for actual operation, test results were disregarded and conservative averages are used throughout the report. These figures include the lost time which cannot normally be avoided and which in no way reflects on the efficiency of the machines.

\* A survey made by the A. C. Nielson Company, and approved by Page Dairy Company.

THE number of hours required to turn out each type and quantity of work has been calculated for both hand and machine and totaled. At the most three changes of adjustment on the machine are necessary each day. It is conservatively estimated that changes require ten minutes each. The total time for the Triplex machine to do the required amount of work is a little over six hours. It could, therefore, handle a much greater daily production than 10,000 pounds.

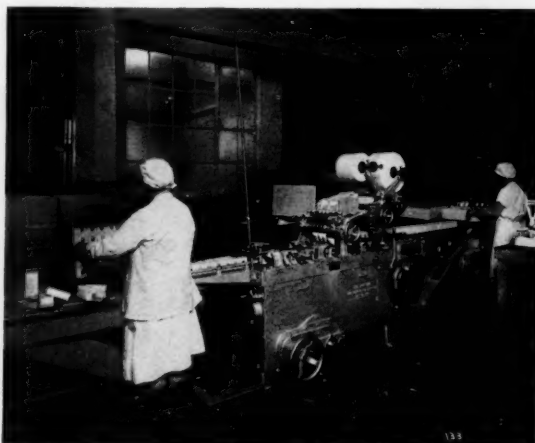
The Page Dairy Co. estimates the life of the machine at five years. Power is computed at \$0.04 per k w.-h., for a power assumption of 0.86 kw. Labor for the machine is figured as \$0.35 per hour for two operators and half the time of the third, for 6½ hours per day, which allows for the labor of cleaning and lubricating. The

total annual machine cost is shown to be \$7233.45, and the average cost per hundred pounds is \$0.241.

Hand wrapping would require 108.9 hours labor per day—14 girls—which at \$0.35 per hour amounts to \$11,434.50 annually, making an average cost per hundred pounds of \$0.381. Comparison of the totals of the above charges shows that the machine will save approximately \$4201 annually over the same work by hand wrapping—or a cost reduction of 37 per cent and a net annual return on the investment of 42 per cent.

Based on day in and day out service, a conservative reckoning shows the following capacities: 4000 pounds an hour in pound solids, 2400 pound an hour in halves, 1500 pounds an hour in quarters.

The new Triplex Automat is similar in design to the former single models but is so arranged that by the making of simple adjustments, the machine will individually single or double wrap, wet or dry, either pounds, half pounds or quarters and carton them in pound cartons—thus is capable of doing the work of the Type A, F and H Automats. The machine occupies floor space 11 ft. 6 in. x 2 ft. 6 in. Shipping weight, 2100 pounds. Results of survey are as follows: (Continued on page 66)



*Automatic wrapping and cartoning of butter in pounds, half and quarter pounds on one machine*



## A Foreign Product in a New Market

**A Japanese Food Seasoning Is Introduced in the American Market by Means of a New Package and Display Container**

AS long as the world is disinclined to adopt a universal language, the day of the international package—the container that will meet with approval in every land—will not be realized. If an American manufacturer wishes to sell his product in France, English copy must be translated into French, perhaps the size and shape, color and illustration must be changed to convince the French mind of the product's worth. This, of course, is entirely from the packaging angle. Fortunately, it usually happens that the package of merit in the United States is a package of merit everywhere else, and the very fact that a product is an American product accrues to its advantage in a foreign market. For the most part, the only change required is one in copy. However, certain colors without significance in the Western world are symbolic to the Eastern nations. Some it is considered sacrilegious to employ in the design of a commercial container, while still others are offensive to the Eastern aesthetic sense and will prejudice the consumer against the product. A few hours of research will enable one to avoid these pitfalls so important to the foreigner in a native market.

The package we are treating of here is not one that contains an American product—it is a Japanese product which sought and evolved a new package for the American market. It has already met with success and is familiar to housewives through its appearance in thousands of stores.

A word on the product itself seems essential. First of all, it is a food item, and slated for sale in the grocery store field. It is Japanese in nationality and origin. It has an intriguing name—Aji-No-Moto, which is further explained on the package as “essence of taste” and “the famous Japanese seasoning.” Its slogan is “A joy to jaded appetites.” It is a fine white powder extracted from wheat grain and has a high nutritive value. It is, in short, a seasoning, and is said to impart a rare richness and savoriness which adds to the flavor of almost any food that is not sweet. As it is strong, it does not require a large package—“a little goes a long ways.” Its use is recommended in soup, bouillon, dishes prepared with spaghetti and eggs, vegetables, salad dressing, etc. It was invented by Dr. K. Ikeda, honorary professor of the (Continued on page 54)



# Air Mail Packages

## A Report on the Type of Packages Now in Use for Air Mail Express—Weight of Board and Details of Construction Important Features

THE November issue of MODERN PACKAGING contained an article dealing with packages intended for use in shipping merchandise by air mail. Since the publication of that article we have made a careful survey of the boxmaking industry in an endeavor to ascertain exactly the progress being made in creating packages for this new field.

We find that the boxmaking industry in general considers that this phase of packaging, although limited in

ROBERT Gaylord, Inc., reports that they are making several boxes for this form of shipping. One is a regular slotted box made of a special material that is very light in weight, yet strong and hard to tear. Another model is constructed of the same material but is further strengthened by the addition of liners and pads. The third model is a slide box so constructed that it may be dropped quite a distance when made from this light cushion material and do practically no damage to the contents.

One of the illustrations accompanying this article shows one of the boxes which was subjected to a mailing test. This box was filled with breakable merchandise and shipped from San Francisco to Chicago, from Chicago to New Orleans, and from New Orleans to St. Louis, and then from St. Louis back to San Francisco and not a single glass item was broken.

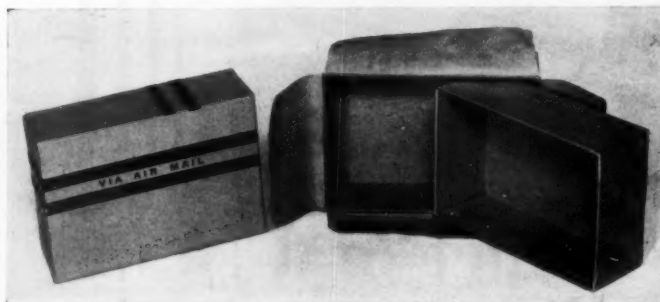
The H. R. Bliss Co., Inc., although not manufacturing special boxes for air mail shipments, claim that all the arguments of the Bliss box apply with special force to its use for this purpose. A. Prescott Fuller states that: "As an example from which to derive specific figures, we will assume a box 18" x 12" x 9" made in the form of a regular slotted carton in 0.080 board. Such a case weighs approximately 2913 lbs. per M. If a case of these same inside dimensions is made up in Bliss Style with the body sheet and both end panels 0.080 board, the weight would be 2585 lbs., thus saving 328 lbs. per M. or 11.2 per cent. Due to the additional strength of the Bliss box compared with the regular slotted carton, it is often possible to reduce the weight of the body sheet below that needed for the regular slotted form without, however, going below the classification limits of weight.

application at the present time, possesses great possibilities for the future. The higher air mail rates demand a light weight box in order to keep the postage expenditure as low as possible while the extra hazard in shipping demands great strength in containers intended for this purpose.

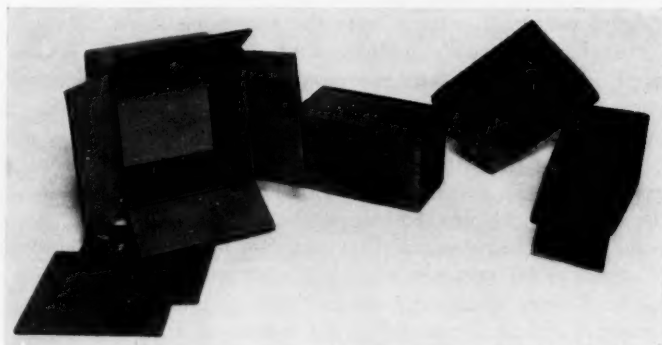
Paper stocks, methods of manufacture, reinforcements, construction and sealing have been subjected to exhaustive tests by numerous manufacturers and the results obtained by these tests have determined the type of boxes most suitable for this form of containers. The reports on this type of packages follow.

The Mason Box Company reports that as a result of tests made by them to determine the proper type of box for this market they have evolved a series of nine different sizes of packages intended for air mail. These boxes are made from a special stock which has a high rag content. They are reinforced with extra corner stays and heavyweight paper covering adds to the combined strength of the complete boxes. As the air mail regulations demand a sealed box, these boxes are made with sealing flaps. The weight of the board used varies with the size of the box.

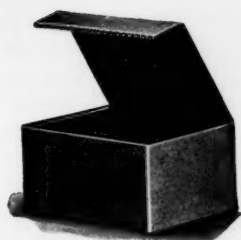
At the present time the sale of these boxes is not large although several diamond and jewelry houses are using them.



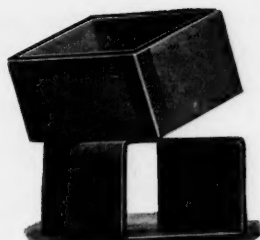
*Courtesy of Mason Box Co.  
Boxes for small air shipments—note sealing flaps*



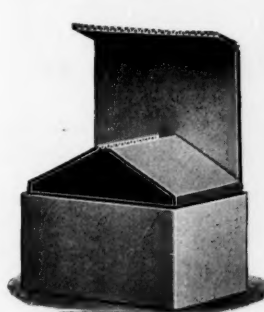
*Courtesy of Robert Gaylord, Inc.  
Corrugated liners and pads give necessary strength*



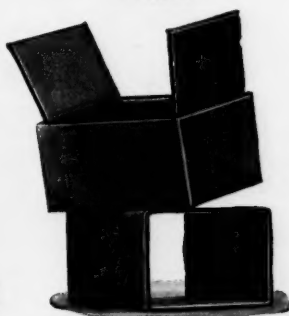
*Single-lined slide box  
corrugated*



*Double-slide box  
corrugated*



*Double-lined slide box  
corrugated*



*Triple-slide box  
corrugated*

*Courtesy of Container Corporation of America*  
*Four types of corrugated boxes suitable for air shipments*

With the use of the above size, the weight of the body sheet can be reduced to 0.060 with 0.080 end panels. The weight of the box then becomes 2229 lbs., thus saving 684 lbs. per M. or 23.4 per cent. It is also possible to make these boxes of corrugated in Bliss Style, complying fully with the Classification and also with the needs of the customer for the protection of his product. A case of the above size made in corrugated board with fine corrugations (which is especially adapted for stitching operations,) would weigh 1565 lbs. per M. In this case the saving is 1348 lbs. per M. or 46.2 per cent."

**I**N a bulletin published last year the Container Corporation of America featured several boxes intended for use in air transportation. These are corrugated fibreboard boxes and can be had in many sizes and weights. Liners on these boxes caliper at 0.016 or



*Courtesy of Robert Gaylord, Inc.*

*Breakable merchandise travels safely in this type of box*

more and have a bursting strength of 85 lbs. or higher in accordance with the weight of the contents shipped. Both liners and boxes made by this company are subjected to rigid inspections in both mills and box factories to insure proper tests.

The growing use of air express to facilitate deliveries of certain types of merchandise is evident and we feel that the next year will produce many changes in packages intended for this service. Later developments will be reported in these columns from time to time.

## **Waste in Distribution Discussed by Kenneth M. Goode**

**H**OW to Turn People into Gold" by Kenneth M. Goode (Harper & Bros.) is a practical discussion of business for business men. The distribution problem, one of the gravest in American business today, is treated in an absorbing manner as the title would indicate. E. St. Elmo Lewis describes the book in his foreword as "a mind-stirring, soul-searching stimulus to right thinking on this most important of modern problems."

Mr. Goode condemns frankly the faulty practices resulting in the annual estimated waste in American business of from eight to ten billion dollars. His criticisms are constructive. He points out that the "profitless prosperity" so often talked of today is the result of the lack of realization on the part of the manufacturers and distributors that the consumer controls the situation. That the buying habits of industry should be studied by the distributor is Mr. Goode's theory because (1) "Executive decision and expert opinion, not verified by proper tests, thrusts on the public articles the public would not choose for itself, and (2) many indirect charges, justifiable but not really necessary to any article, are added to its cost, thus raising prices."

The underlying thesis of Mr. Goode's book is "business exists for society and not society for business." He urges the business man to visualize business as a machine to serve with enlightened selfishness human beings in the mass instead of to exploit them. He must view these beings as controlled by the law of averages in human action rather than in the assumption of being able to control these actions in his own interest. As this law of averages takes command business becomes a force guided by scientific principles which enables the business man to so correlate his experience with the accepted facts as to guide him in the making and execution of sound and profitable practices.

L. C. N.

**T**HE Kroger Grocery & Baking Co. has recently acquired the following concerns: H. W. Bracy & Co., operating 75 stores in Illinois; Milgrim Stores, Inc., operating 34 stores in and about Kansas City, Mo.; McCarty Wholesale Grocery Co., Inc., Kansas City, Mo.; Roanoke Grocery & Milling Co., Roanoke, Va., and its subsidiary, Jamison Stores, Inc., which controls 90 stores in the South; the Piggly-Wiggly-Haynes, Inc., and the Richards Bros. Co., both in Missouri.

## Lithographed Metal Containers

(Continued from page 41) The ground or base coating for the outside of the tinplate is regulated in accordance to the character of what is going to be printed on it. Perhaps a base color will be applied and this color will form a part of the decorative design. That is, it will be printed upon in places with other colors. This base color is put on in the coating machine and is dried the same as the lacquer coatings are dried.

**P**RINTING of the design on the tinplate is accomplished by first engraving the design in its complete form on stone very much the same as lithographing has been done on paper for a long time. About the only difference is that while lithographing on paper is an old art, lithographing on tin for containers is a new art. But it is being accomplished with remarkable efficiency of design and colors on the tin. From the completed design which has been engraved on stone, and which is technically the original design, the necessary transfers are laid on the prepared zinc plate. Then by means of the transfer press the design is transferred to the printing plate. If only one design were to be printed on the tinplate at a time, then only the one design on the printing plate would be required.

But quantity production as well as quality production is important, so that as many printing designs are made on the printing plate that can be accommodated in the press. The printing plate with its allotted number of designs for impression upon the tinplate is placed in position on the cylinder of the offset press and the printing begins.

If the design is all one color, the tinplate need go through the press but once. But colorful designs are in vogue for all classes of containers, some of which are for food, while others are for dainty boxes of the compact class. The designs on some of the latter boxes are exceedingly beautiful. But a second color or a third color may be required in the color scheme and the printing operation has to be arranged to print each color separately, so that as many printing plates are used as there are colors in the design. This is illustrated in Fig. 2 in which the impression of the first printing plate produces a certain part of the figure, that of the second plate another part and that of the third plate the finishing part.

**F**ROM the press the tinplate with its colored designs printed on it is taken direct to the coating machine where it is again run through for a finishing varnish or lacquer. This finishing coating tends to increase the lustre of the design and also aids in preventing the coloring material from deteriorating.

Throughout all of the processes it is important that there be as much elasticity as possible in all of the colors and coating varnishes as possible, for the reason that the printed plate is pretty sure to be bent or drawn or distorted in the making of it into cans or boxes.

It has to be bent to be shaped into containers and exceptionally stiff compositions in the colors or the surface coating might result in cracking. Dome tops have to be made for talcum cans and shoe polish lids, and it is expected that the materials used in the make-up of the design or the lacquers on these be sufficiently elastic to stand up smoothly under the stresses of bending and distorting of the tin. From what we have seen the printed surfaces of tin containers give practically no evidence of breaking up even when the nature of the package is such that the tin had to be manipulated to considerable extent.

## A Foreign Product in a New Market

(Continued from page 51) Tokyo Imperial University and is manufactured by S. Suzuki & Co., Ltd., of Tokyo.

Aji-No-Moto is packaged in a small glass bottle with a wooden stopper which is covered with metal foil. The glass container is snugly wrapped with a paper insert and placed in a sealed carton. The same carton used in Japan is sold here, with a scant amount of the copy in English which serves to give the name of the manufacturer, the name of the product and its uses. Much of the original Japanese copy is retained. The standard package is the same one designed when the sales of Aji-No-Moto were restricted to the Japanese territory. In America it is indicative of the Orient with the attendant exotic significance of a Japanese product. This alone is sufficient to net it an appeal and scrutiny when displayed with any prominence.

So much for the history of the product and its home-package, as it were. Next we view its introduction to the American market and the packaging means employed.

The Suzuki Company brought its problem to an American package counsellor. He did not wish to sacrifice the inherent value of the original or standard package so he designed a display container for ten individual packages. By this means the foreign product remained intact as far as the standard package was concerned, save, of course, for a change in copy, and gave it a good American presentation through a new display container. Our interest now centers on the display container.

As has been stated, its size is sufficient to accommodate ten packages. When the dealer unpacks the wholesale carton, the cover is used as a display panel which is elevated at the back, as illustrated. Narrow strips of boxboard on the bottom also form an elevation for the carton itself so that it is better enabled to present itself to the gaze. The panel is composed of triple triangles in green, blue and red, forming a background for the bottle of Aji-No-Moto. The rest of the panel is done in buff, with two dishes, ready to be served, illustrated at either side. The slogan, "A joy to jaded appetites," fits in nicely at the bottom. No special advertising matter is required as far as the carton is concerned; it forms its own display container. This is a saving in shipping costs.





## Hoffman-La Roche Requirements Demand Kiefer Methods.....

**I**N Nutley, N. J., is a plant that is a monument to scientific knowledge and engineering skill. It is the realization of an ideal of a laboratory for the manufacture of pharmaceutical products.

The finishing department was planned and equipped with the help of Kiefer engineers. High speed production, operating efficiency and cleanliness were the essentials. As Kiefer machines have fulfilled these obligations in hun-

dreds of other plants, it was natural that Kiefer equipment was again selected.

The illustration shows how the bottles are thoroughly washed on the Kiefer Rinser, handled on Kiefer Conveyors, and how they are filled on the Kiefer Automatic Rotary Vacuum Filling Machine—accurately, cleanly; no mess or waste—up to the rigid standard of sanitation that obtains in the Hoffman-La Roche plant.

Hundreds of other plants have used Kiefer engineering service advantageously. Do you know that you are doing your work at lowest cost? Call in a Kiefer production engineer and find out.

**The Karl Kiefer Machine Co.  
Cincinnati, Ohio**

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England.



## Among Package Users

**T**HE Lambert Co., holding company for the Lambert Pharmacal Co., St. Louis, Mo., has acquired the Pro-phy-lac-tic Brush Co., Florence, Mass., at a price of approximately \$5,500,000.

**T**HE Carnation Company is the new name adopted by the Carnation Milk Products Co., Ocononowoc, Wis., as announced by E. A. Stuart, president, to more fully cover the diversity of products of the company.

**T**HE Pennsylvania Soap Co., Lancaster, Pa., has merged with the Johnstown Soap Co., Johnstown, Pa. The combined firms will continue both plants under the name of the Pennsylvania Soap Co. George W. Briggs, of Lancaster, is general manager of the two plants.

**T**HE annual convention of the American Manufacturers of Toilet Articles will be held on April 22, 23 and 24 at the Biltmore Hotel, New York City. Business and entertainment features are planned and a large attendance is expected.

**E**. Y. CROSSMORE, vice-president and sales manager of the National Biscuit Co., New York, has been made head of the newly formed operating department comprising the production, engineering and purchasing divisions. F. K. Montgomery has been made vice-president in charge of the sales department.

**S**TANDARD BRANDS, INC., successor to the Fleischmann Co., Chase & Sanborn and the Widlar Co., and operating Royal Baking Powder Co., Fleischmann Malting Co., Fleischmann Transportation Co. and the American Diamalt Co., announce the removal of their executive and general offices to the Fuller Building, 595 Madison Ave., New York City.

**T**HE American Tar Products Co., Pittsburgh, Pa., has purchased the White Tar Co. of New Jersey, Kearny, N. J., one of the oldest manufacturers and distributors of naphthalene, moth preventatives, disinfectants and insecticides, with plants in Kearny, N. J., and Cincinnati, Ohio. The American Tar Products Co. has establishments in various parts of the country and controls, in addition to the White Company, the Tar Products Corp., Providence, R. I., and the Koppers Products Co., Pittsburgh, Pa. J. N. Forker, president of the American Tar Products Co., will be president of the White Company. Other officers are S. H. Bell, general manager; H. W. Hamilton, assistant manager; Ralph Gretsche, sales manager; E. W. Van der Wolk, in charge of production.

**T**HE Colgate-Palmolive-Peet Co., Hershey Chocolate Co., and the Kraft-Phenix Cheese Corp. merger has been abandoned for the present. The National City Co., of New York, which was handling the financial

details of the organization of the proposed Quality Products Corp., under which the three companies were to have been merged, has failed to exercise its option of completing the organization.

**C**LINTON F. WILDING was elected vice-president of Stanley E. Gunnison, Inc., New York advertising agency, at the annual meeting of the stockholders held on January 13. Mr. Wilding will be remembered as former advertising and specialty sales manager of Union Bag & Paper Corporation. He is still handling the advertising for this concern as an account executive of the Gunnison Agency.

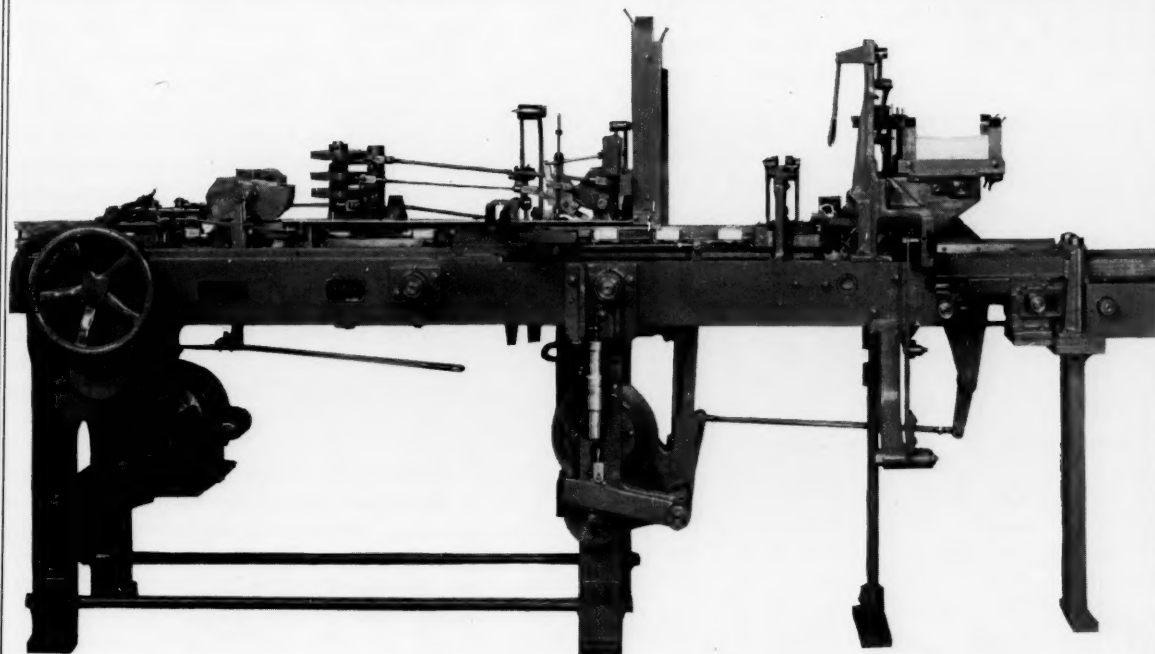
**T**HE Federated Department Stores, Inc., recently completed formal details in connection with the exchange of 186,522 shares of Bloomingdale Brothers, Inc. common stock for the common stock of Federated. The Federated Department Stores have also offered to acquire all shares of Bloomingdale common stock presented by March 1. At a special meeting of the board of directors of Bloomingdale Brothers, Inc., the following officers were elected: Samuel J. Bloomingdale, chairman; Michael Schaap, president; Hiram C. Bloomingdale, vice-president; Harry Hatry, vice-president; and Arthur M. Popper, Hugh Grant Straus, Walter N. Rothschild, Edward J. Frost and Paul Mazur, members of the board of directors; Herman Weis, second vice-president, secretary and treasurer.

**D**RUG, INC., holding company controlling the largest proprietary manufacturing group and the largest retail drug chain in the world, has acquired the Owl Drug Co., of San Francisco, Cal., fourth largest drug chain operating principally on the Pacific Coast and in the Middle West, according to George M. Gales, vice-chairman of the board of Drug, Inc. Acquisition of the Owl chain now combines 107 units.

**B**OURJOIS, INC., is the new name for the International Perfume Co., Inc., which was formed early in 1929 as a result of the consolidation of Woodworth, Inc., of Rochester, N. Y., and Bourjois, Inc., of New York and Paris. There will be no change in the officers of the company who are: Pierre Wertheimer, president; R. H. Aronson, vice-president; B. M. Douglas, vice-president and treasurer; Otto Von Schrenck, secretary; Raymond Bollack, vice-president and Paul Wertheimer, chairman of the board.

**D**AGGETT & RAMSDELL, LTD., a subsidiary of Daggett & Ramsdell New York, makers of beauty preparations, has been incorporated in Canada for the manufacture, importation and exportation of chemicals, mineral and vegetable products, as well as to carry on a wholesale and retail business in drugs, medicines, toilet preparations and drug sundries. Officers of the company are F. H. Bedford Jr., president; C. L. Bowman and J. C. Wolke, vice-presidents. The company is capitalized by 1100 shares of \$100 par value stock.

# The CONSTANT MOTION CARTONER



## The Climax of Eleven Years of Progress Packaging Parke, Davis & Company's Products

**D**URING the past eleven years, we have had the privilege of assisting in the solution of many of Parke, Davis & Company's packaging problems. While we derive great satisfaction from the records our machines have made in the cartoning of various Parke, Davis products, we take particular pride in the progress we have made in the packaging of Antiseptic Soap.

Early in 1919, we built the first Jones Cartoner for Antiseptic Soap. This machine opened the carton, inserted the soap, and closed and tucked the carton, completing the package at the rate of 45 per minute, or 22,000 packages per day. The operation was a simple one, and the speed moderate. Nevertheless, the cartoner effected a considerable saving in labor, and Parke, Davis & Company were well pleased with it.

After eleven years of faithful and efficient service, the first cartoner for Antiseptic Soap has been replaced by the Constant Motion Cartoner pictured above. The Constant Motion Cartoner opens the carton, folds a circular, wraps the circular around the soap, inserts the wrapped soap in the carton, and closes and tucks the carton, completing the package at the rate of 150 per minute, or 72,000 packages per day. The packaging operation is more complex than that performed by the first machine, yet the Constant Motion Cartoner makes possible an increase in production of 50,000 packages per day.

Many progressive manufacturers are effecting a very real economy by replacing their obsolete cam operated cartoning machines with high speed Constant Motion Cartoners. An investigation of the Constant Motion Cartoner may disclose an opportunity for a saving in your packaging operation. May we arrange to show you a Constant Motion Cartoner in operation under service conditions?

*Never Before Has So Much Work Been Done, So Perfectly, With So Little Mechanism*

**R. A. JONES & COMPANY, INC.** P. O. BOX 485  
CINCINNATI, OHIO

## Among Supply Manufacturers

**T**HE Sylvania Industrial Corp., whose plant is now under construction at Fredericksburg, Va., announces the appointment of Pollack Brothers & Co., Ltd., 270 Lagachetiere West, Montreal, Quebec, Canada, as exclusive agents of Fenestra in Canada.

**T**HE eastern offices of the J. L. Ferguson Company are now located at 50 Church St., suite 358, New York City. The new telephone number is Cortland 1462. W. S. Inglis, who has been associated with the eastern office for nearly two years, will continue to call on Ferguson customers as well as others interested in the installation of high speed automatic packaging machinery. F. E. Huhn who represented the Ferguson company in the East for several years has resigned.

**E**FFECTIVE Dec. 31, 1929, and coincident with the completion of a new addition to its factory, the American Metal Cap Co., 2 Summit St., Brooklyn, N. Y., was consolidated with the Anchor Cap & Closure Corp. All communications should be addressed to Anchor Cap & Closure Corp., 22 Queens St., Long Island City, New York.

**T**HE Kaumagraph Company, New York, manufacturers of trade mark transfers, lithography and embossed seals, has placed D. O. Blevins in charge of the Chattanooga district with headquarters in the Provident Bldg., Chattanooga, Tenn. Mr. Blevins will continue Kaumagraph's policy of rendering personal service on matters of trademarking and lithographing to mills and jobbers.

**T**HE Turner Glass Sales Corp., Chicago, Ill., announces that Sieber R. Nicholson, for some time connected with the main office of the Turner Glass Corp. at Terre Haute, Ind., has been placed in charge of operations in the Chicago territory, succeeding Marshall Turner, resigned. Associated with Mr. Nicholson are Earl G. Bland and W. G. Norman who have been connected with the Turner Glass Sales Corp. for some time.

**T**HE Du Pont Cellophane Co. has announced a substantial price reduction effective Feb. 1, applying to both regular Cellophane and moisture-proof Cellophane. This is the eighth reduction since the domestic manufacture of Cellophane was started five years ago. The new moisture-proof Cellophane has helped materially in the company's growth. An interesting development of importance has been in the cigar industry where practically all leading cigar manufacturers are marketing at least a portion of their output in this new type of protective wrap.

**T**HE Kaumagraph Company, New York City, has announced the formation of British Kaumagraph Transfers, Ltd., at 14 Lloyd's House, Lloyd's Street, Manchester, England. A completely equipped factory is already in operation at the above address, producing

the quality and variety of transfers for which Kaumagraph is known throughout America.

Associated with the British Kaumagraph Transfers, Ltd., is the A. R. Brown-McFarland Co., Ltd., 19 St. Vincent Place, Glasgow. Through their staff-operated offices in Glasgow, Manchester, London, New Castle-on-Tyne, Antwerp, New York, Tokio, Kobe, Yokohama, and Osaka, as well as through Kaumagraph's own offices in Paris, in charge of John Oxley, the facilities of the Kaumagraph Company and British Kaumagraph, Ltd., will be made available not only in Great Britain and the Continent, but throughout the Orient as well. A Canadian branch, Kaumagraph, Ltd., at Paris, Ontario, has been in successful operation for over five years.

Trowbridge Marston, president of the Kaumagraph Company, recently returned from a ten weeks' trip to England where he supervised the organization of the new company and organized the production of the new plant.

**T**HE Container Corporation of America has added to its organization one of the oldest manufacturers in the packaging industry in the acquisition of the Sefton Manufacturing Corp., effected early in January, 1930. This consolidation gives the Container Corporation additional annual business of approximately \$5,500,000, a year and will make the 1930 total approximately \$23,000,000, as estimated by Walter P. Paepcke, president. The Sefton company brings to the Container Corp. three fabricating plants at Chicago, Anderson, Ind., and Brooklyn, N. Y., and also the Dixon Board Mills, Inc., of Carthage, Ind., producing 30,000 tons of paper board annually. The entire personnel of the Sefton Corp. will be retained and Wesley M. Dixon, president, will become a director of the Container Corporation. The Container Corporation was organized in 1926 and has led in the production of box board, solid fibre and corrugated containers and test liners. Plants are located at Chicago, Kokomo and Anderson, Ind.; Cincinnati, Circleville and Cleveland, Ohio; Fairmont and Charleston, W. Va.; Bridgeport, Conn.; Natick, Mass.; and Philadelphia, Pa.; with branch offices all over the country. Sefton brings to this organization a complementary line of products in the manufacture of folding boxes, waxed cartons, suit boxes, display cartons, paper pails and other boxes so extensively used today.

**T**HE Milprint Products Corp., Milwaukee, Wis., has awarded paper contracts exceeding \$1,000,000 following a favorable decision by the U. S. Circuit Court of Appeals at Chicago in its controversy over a food display package license with the Shellmar Products Co. The Milprint Products Corp. is one of the largest printing organizations in the northwest, serving the confectionery industry with printed glassine, Cellophane, visible containers and other display material. Officers of the company are: M. T. Heller, president; William Heller, secretary-treasurer; and Roy E. Hanson and Frank Hermes, vice-presidents.





# Brooks Lithography

THE **SEE** OF SALES

## *time to take on a pilot?*

A striking color scheme clamors for the buyer's attention as effectively as the clear tone of the bell buoy commands the mariner's watchfulness.

The markets of the world always welcome a dominating package whose striking appearance suggests the excellence of the goods within. After your product weathers the Sea of Sales, how often will it ride safely at anchor in the harbor of **SOLD**? More often, certainly, when competent artists, designers, lithographers and advertising experts unite to pilot a safe passage to the **HOME** port. The Brooks Company offers this creative service to you, complete in every branch of high quality lithography.

### *Folding Box Division*

Lithographed Folding Boxes  
Counter Display Containers  
Display Cards—Cut Outs

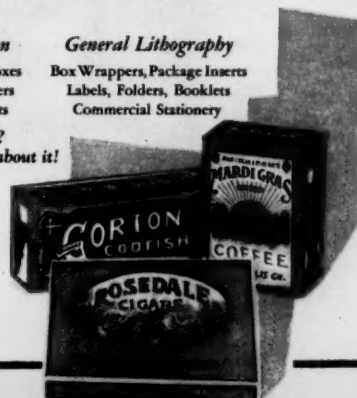
### *General Lithography*

Box Wrappers, Package Inserts  
Labels, Folders, Booklets  
Commercial Stationery

*Time to take on a pilot?*

*Write Brooks about it!*

**BROOKS BANK NOTE COMPANY**  
SPRINGFIELD, MASSACHUSETTS  
PHILADELPHIA • NEW YORK • BOSTON • PORTLAND, MAINE





## Here Is Rich Treasure of Purest Gold

Pizarro and the fabled riches of the Inca are gone, but the love of gold remains forever.

Today, printer and advertiser find new roads to wealth in gleaming papers that suggest the quality and lustre of fine products.

Write today for the sample books of The New York-New England Company papers . . . each one a treasure chest of brilliant cover stocks.

This swatch shows Gold and Aluminum Box Papers, available in a number of attractive patterns in 26 inch rolls and sheets 20 x 26.

THE NEW YORK-NEW ENGLAND CO.  
HOLYOKE, MASSACHUSETTS





NE  
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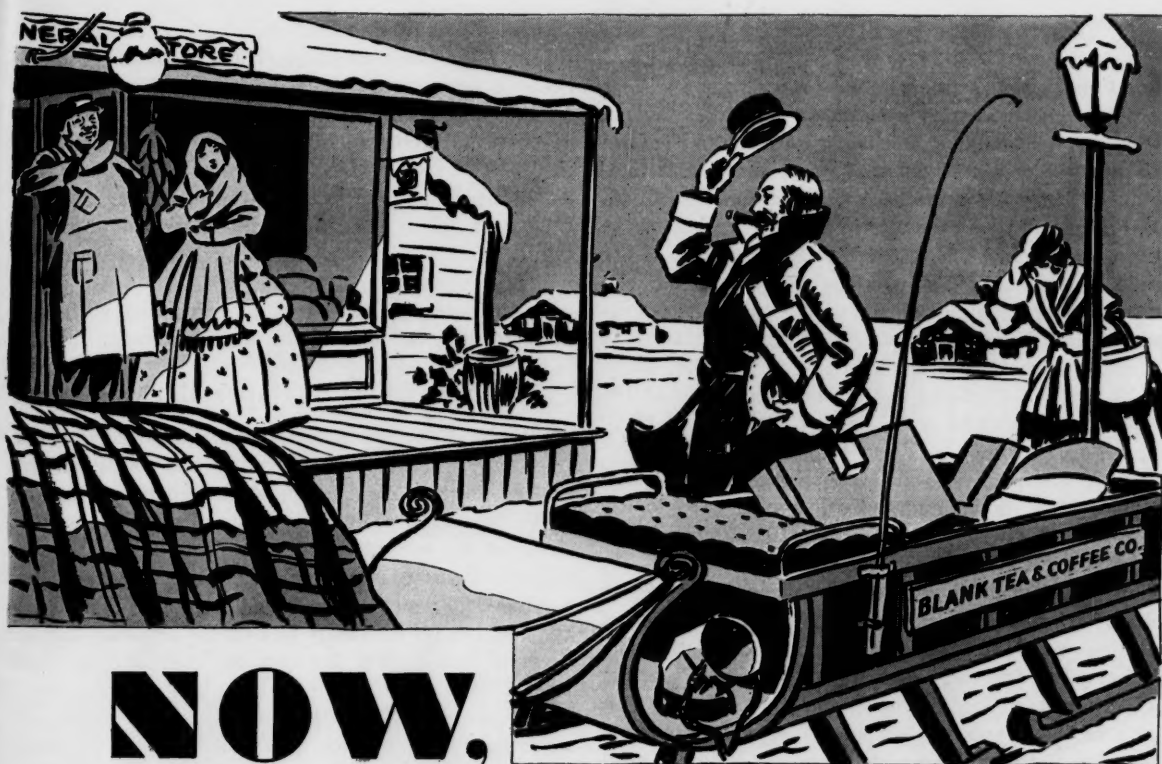
**E**



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## NOW, EVERYTHING HAS CHANGED EXCEPT THE PACKAGE

**T**HE REASON given for an old, established product still marketed in its original container is usually the Trade Mark value of this package. But articles still in their "birthday clothes" are handicapped in modern competition with attractive, convenient packages.

Then consider that printing and its standards are so different today than ten or more years ago, and more specifically, that coated stock for printed advertising has become almost a standard in replacing machine finish and "super" papers. . . . We all know that the coating gives a clean, smooth finish necessary in modern color and halftone printing. Quality is *there* at a touch or a glance. We insist on "coated" as a matter of course.

This reasoning on a printed piece of advertising should apply to the container that carries and displays merchandise to the consumer. Hundreds of well known manufacturers in standardizing on Ridgelo Clay Coated Folding Boxboard have proved that it does apply, in creating greater sales!

*Write us, if you wish, for information on the place of the folding box and display container in modern merchandising*

### RIDGELO CLAY COATED FOLDING BOXBOARD

*Made by*

**LOWE PAPER COMPANY**

*Representative in Canada*  
W. P. BENNETT  
32 Front Street, W. Toronto



**Ridgefield, New Jersey**

*Representative in Buffalo*  
MAURICE W. SIMON  
52 W. Chippewa Street, Buffalo, N. Y.



## Wrappings for Confectionery

(Continued from page 44) tion is shown at A, a similar width occurring across the top, while the foil wrapping is folded over and under the band in the form of many segments of different areas and shapes individually lettered for the sake of convenience B, C, D, E, F, G, H and J, in the case of those to the left of the band, and K, L, M, N, O, P, in the case of those to the right of the band. The overlaps are various and relatively unimportant, but each of the thick lines separating the different segments, e. g., that separating M from N, consists of a double right angled fold, single right angled folds being made round the base and top edges in the direction of K, L, M, N, O, P, J, H, G, F, E, D, C and B.

Turning now to the band, which is sketched out individually, B is its top, and its base is made up conjointly of A and C. Owing to the thinness of the specimen, the right and left hand edges of the band cannot clearly be shown in a small drawing, these forming very narrow strips taken from A and C. In other words instead of making one right angled bend along each of the lines DE and FG, two right angled bends very near together are made, corresponding with the top edge and base edge of the wrapped specimen. The base A overlaps the base C to a considerable extent, and carries print on its outer surface in the direction of the arrow, as also does B.

Dimensions of this type follow: Diameter of whole sheet, 8 in.; diameter of wrapped specimen,  $3\frac{3}{4}$  in.; thickness of wrapped specimen,  $\frac{1}{4}$  in. only; total length of band, 9 in.; total width thereof,  $\frac{7}{8}$  in.; total weight, taking band and sheet together, under  $\frac{1}{4}$  ounce.

My final diagram this month (Fig. 8) illustrates an interesting sealed sheet packing from the arrowroot biscuit branch of the flour confectionery industry. Taking the whole sheet first, A is its top, B is its back, C is its front, and the base is made up conjointly of H, F, D, and E, G, J, while the ends consist of K and L. Folds varying from ordinary single right angles to double right angles are made as necessary, along the lines M2M, N2N, P2P, Q2Q, R2R, S2S, T2T, and U2U. It should be noted that H folds back on to the outer surface of F, and J folds back on to the inner or under surface of G.

A separate sketch is given of the base, and in this A and C consist of one thickness of paper only, while B owing to the folds and overlaps of the various portions of the base, contains toward A four thicknesses of paper, and toward C three thicknesses of paper. This has overlap is not sealed down in any way.

A separate drawing is also given of one of the two sealed ends. In this instance the two flaps F and D are turned in first, and on to these are turned B and E. The flap C is finally turned on to all these four, and the circular seal A, printed in the direction of the arrow, is then applied to the quintet, and conceals their points and extremities to which it adheres by means of its own ad-

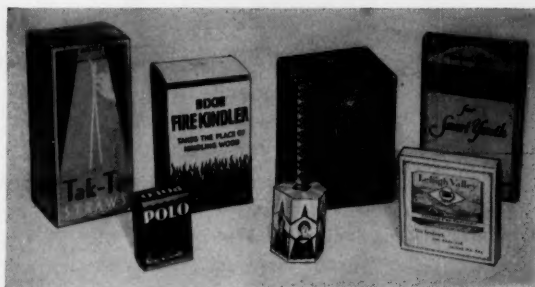
hesive. Apart from the seals and the outer surface of the top A of the whole sheet, no other printing is required. Seals of an attractive coloring are usually demanded, and packing men should note that stout semi-transparent greaseproof paper is favored mostly for the whole sheet. Dimensions of this type follow: Total length of whole sheet,  $8\frac{3}{4}$  in.; total width thereof,  $4\frac{1}{2}$  in.; total thickness of wrapped specimens, this sheet usually taking ten,  $1\frac{5}{8}$  in.; total weight including seals, rather under  $\frac{1}{4}$  ounce.

A number of other very interesting and useful examples will be discussed in the next instalment.

## New Ideas in Paper Cartons

CHANGING the commonplace into an attractive, fast moving commodity is continually being accomplished through the medium of modern packaging and carton making. Here is an unusual group of cartons designed for such diversified products as fire kindler, individual sandwiches, hair pins, joint filler and other products, long used and accepted as necessities in everyday life, but until recently lacking the necessary market dress to best outline the qualities that increase their sales.

The cartons used for joint filler and fire kindler are necessarily of a heavier grade of boxboard to insure against leakage and to keep the contents moisture-proof. These cartons have been adopted by widely known manufacturers to increase the sales of an otherwise uninteresting product, this point being attained through



Attractive cartons for a variety of products

the graphic appeal of the design and ease of handling an otherwise bulky product. The feminine appeal of the hair pin, garter belt and drinking straw cartons is a decided factor in placing these commodities in a favorable position for successful sales. A carefully chosen color scheme provides a dainty and appealing setting for the drinking straws, this motive being carried out in the design.

The old method of paper wrapping sandwiches is fast becoming a thing of the past, since an attractive carton affords so much greater protection and aids its sales through an appetizing design and color scheme. The uses to which cartons may be adopted are practically unlimited although much thought in planning and designing are necessary. These cartons are produced by the Sutherland Paper Company, Kalamazoo, Michigan.



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## Sanigenic Guards

**S**ANIGENIC Waxed Wrappers are on duty always — night and day, rain or shine — vigilant always to protect your products thru the marts of commerce — the foraging of the mites

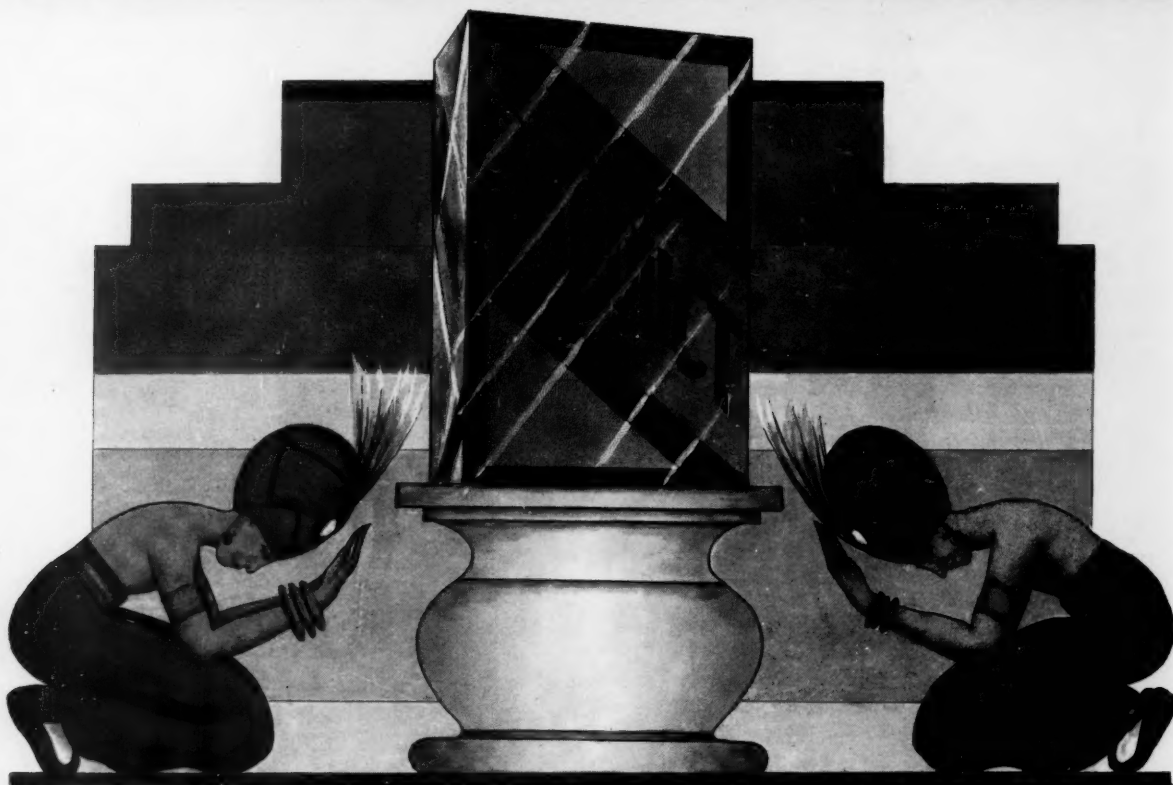
and the onslaught of the elements. Then too, your package has the sanitary appeal — so vital today to all up and coming packages that are in the thick of competition.

**WAXED PAPERS FOR  
EVERY PURPOSE**

**AMERICAN TISSUE MILLS**  
HOLYOKE, MASS., U.S.A.







# Sanigenic Guards



**I**F we believed in idolatry today — the sanitary package would in a fair way be quickly raised to an industrial godship — it is the beginning and end of your business — you must cater to it — you must cherish it.

Sanigenic Waxed Papers are its chief attendant — protecting it at every turn — keeping its pristine beauty and utility intact until it achieves its ultimate

purpose. Sanigenic Waxed Papers are obtainable for every purpose. There are tints and colors to match the color scheme of your own container. It can be obtained in rolls or sheets, printed or plain and in suitable weights.

Our Merchandising Department will be glad to confer with you on designs and ideas to improve on your present package.

## AMERICAN TISSUE MILLS

HOLYOKE, MASS., U.S.A.








DESIGNING  
ENGRAVING  
ELECTROTYPING



## THE TESTING BLOCK

PRESSES—NOT PROMISES—ARE THE  
TRUE GAUGE OF GOOD PRINTING PLATES



The very best of presses, pressmen  
and make-ready cannot secure good  
reproduction from poor engravings.  
Crescent engravings for packages,  
labels or cartons are made with the  
printing viewpoint in mind. Savings  
in make-ready and greater number  
of impressions are obtained with  
Crescent printing plates—let your  
own presses prove it.

*A Booklet — "Sales  
Appeal in Modern  
Packaging" will be  
mailed free to those  
requesting it.*

**CRESCENT  
ENGRAVING  
COMPANY**

KALAMAZOO, MICHIGAN

DESIGNERS, ENGRAVERS, ELECTROTYPERS TO THE PACKAGING INDUSTRY

February, 1930



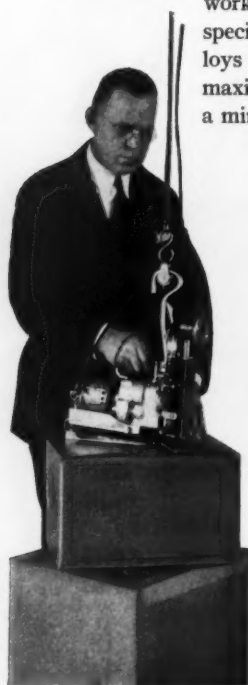
# What's New in Equipment

## New Portable Stitcher

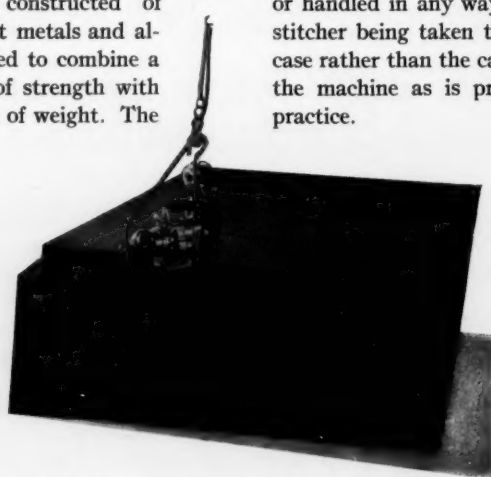
A new and unique portable power wire stitcher, the first of its kind, is now offered to the trade by the H. R. Bliss Company, Inc., Niagara Falls, N. Y., manufacturers of wire stitching and adhesive sealing machines of every description.

This stitcher, shown in the accompanying illustrations, is entirely self-contained, including a built-in Universal motor, and weighs only 20 lbs. The body and frame-

work are constructed of special light metals and alloys designed to combine a maximum of strength with a minimum of weight. The



*Setting temporary stitches in top flaps*



*Method of stitching long seams with portable stitcher*



*Sealing top flap of Bliss box with portable stitcher*

stitcher head is constructed of steel, employing an entirely new design, and is capable of high speed stitching when required. The machine is regularly equipped with a 10-in. blade anvil but for special uses this

cially recommended for the sealing of containers of unusually large dimensions or of exceptional weight which are awkward to handle when sealed on a regular stationary top stitcher. Another important use is in the sealing of the tops of mixed sizes of cases varying in height and which require constant re-adjustment of the table on a regular top stitcher. The outstanding advantage of the portable machine for such uses is that the cases need not be removed from the conveyor line or handled in any way, the stitcher being taken to the case rather than the case to the machine as is present practice.

One of the illustrations shows the new stitcher in use for sealing the top flaps of a Bliss box while another shows its application for stitching the long seams on a large mattress or bed container for shipping purposes.

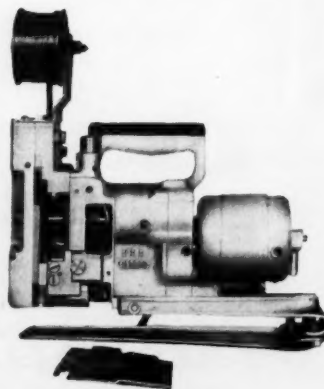
Another important use of the portable stitcher is for setting temporary stitches in the top flaps of containers where the same are to be warehoused before permanent sealing is desired. This operation is quickly and economically carried out without removing the case from the conveyor line.

Many special attachments have been designed for use with this new portable stitcher for the purpose of handling special classes of work heretofore difficult of accomplishment. As stated before, this is the first portable stitcher of this type, and it is expected that many applications for its use will be found.


length may be increased up to 20 in. Any of the standard stapling wires, such as book binders', ribbon, or Hy-Bar, may be driven with this new machine, regular 5-lb. or special 1 1/2-lb. coils being used.

This stitcher may be advantageously suspended by means of a spring for many uses, thus relieving the operator of the necessity of holding the weight of the machine but retaining the free motion of the stitcher which is its outstanding characteristic. The machine may be suspended from a fixed point or from a moving trolley, as desired.

The Bliss portable stitcher is espe-



*New portable stitcher*



# Most concerns have no idea how much we could save them

Perhaps yours is one of them

Most concerns have no idea how much money can be saved on packaging costs, merely by replacing obsolete machinery with more modern and efficient machines.

The early wrapping machines which we introduced to replace hand wrapping made phenomenal savings. Some of these machines are still in use. But there have been vast improvements made since then.

The modern machines now available run at higher speeds. In some cases the speed has been doubled. That means greater production at less cost. Often the installation of such high-speed machines makes it unnecessary to rent additional space, or to build.

Material costs have also been lowered, because modern machines require less over-lap on wrappers—an important item where production runs into large volume.

## *A Better Selling Package*

We have also improved upon the work done by wrapping machines. Due to exclusive features, our machines produce a neater, smoother-looking package. This improved appearance is a real advantage in the package-goods field, where so much depends upon "eye-value".

## *Consult Us*

We place at your disposal our wide experience in building wrapping machines for a great variety of products. No matter what your problem may be—lower costs, a better package, or a way to wrap a new product—feel free to call upon us for information and assistance.

**PACKAGE MACHINERY COMPANY**  
Springfield, Massachusetts

NEW YORK

CHICAGO

LOS ANGELES

LONDON—Baker Perkins, Ltd.



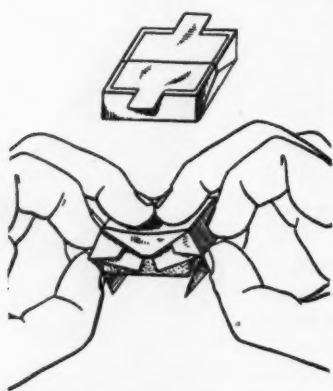
# PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

## Rapid Opening Wrapper

A quick-opening sanitary wrapper, which embodies certain advantages not found in wrappers ordinarily used for similar purposes, has been patented by James L. Burke. (No. 1,587,280). The patent obtained covers the wrapper, the label therefor and the method of opening same and, while the claims apply generally to food products, they cover almost any kind of merchandise—sugar, meats, butter, ice cream, razor blades, etc.

The novel feature of this wrapper consists merely of providing flaps or extensions to an ordinary wrapper



*New tabbed wrapper and method of opening same*

whereby they act as handles for the purpose of pulling away the wrapper, permitting the contents to be delivered instantly and obviating any possibility of the hands or fingers coming into contact with the contents. Such a wrapper will doubtless have a wide application to products which should be placed in sanitary packages that do

not permit contact between the contents and the hands of the venders or those who use them.

Such a plan of wrapping offers a further sale argument for foods and other products that are now wrapped automatically, untouched by hands. Likewise this type of wrapper overcomes a difficulty or handicap which at present is to be found in the ordinary wrapper, that of opening it.

As may be seen in the accompanying illustration, it is simple in construction, easy to open and possesses none of the disadvantages of the ordinary wrapper. It will be apparent that the invention is applicable to packages folded in substantially any of the conventional manners. The invention is broadly applicable to any package in which, in the closed wrapper, extensions or projections of one pair of flaps are overlapped by other flaps, so that upon the drawing apart of such first pair of flaps, the other overlapped flaps will automatically spread out or open.

## New Closure

"FILMASEAL," a new closure for containers, has been introduced by Ferdinand Gutman & Co., Inc., Bush Terminal Bldg. No. 19, Brooklyn, N. Y. It is claimed that Filmaseal is an ideal closure because it is leakproof, hermetic, and protects the product from moisture or air and prevents the escape of the original aroma. It is easily removable without an opener. It is distinctive in appearance. It is economical in

cost and capable of automatic application without slowing down production. It is also readily applicable to standard equipment and, chemically, it is inert with respect to the product.

Into every "Filmaseal" is inserted a fine grade of composition cork, especially treated, depending upon the product to be bottled which insures a tight reseal after the "Filmaseal" has been broken. "Filmaseal" will fit standard continuous thread bottles and requires no change in the manner of handling bottles, caps, filling or capping machines, and it is stated it obviates the necessity of twisting the cap extremely tight on the container which is a safety factor in production and a convenience for the consumer. The process has been perfected for use in sealing oils, tablets, hygroscopic salts, etc., and experiments are being made on other liquids.

## Trade Catalogs

**Box Coverings:** District of Columbia Paper Manufacturing Co., Washington, D. C., has distributed two folders of new box coverings. The "New Dart" design is made in four color combinations on scarlet, yellow, blue and ebony backgrounds. "Metallique" is shown in both gold and silver in three different designs.

**Cellophane Face Bags:** The Thomas M. Royal Co., Philadelphia, Pa., for the past year engaged in the manufacture of cellophane face square bags and display bags is now equipped to manufacture these bags in the automatic self-opening style which will be manufactured in all sizes.

**Box Coverings:** Folders of two new box covering papers have been issued by the Hampden Glazed Paper & Card Co., Holyoke, Mass. They are "Hampden Modern Prints 1930" in three embossed designs with rich colorings. "Silver Bas-Relief" which is a new metallic effect in silver is shown on backgrounds in eight different shades.

**Writing Papers:** The Japan Paper Co., New York, will feature early this year new importations from mills in Europe of Italian, French, Swedish and German papers adapted for use by stationery, printing and papeterie manufacturing trades. These were purchased by J. L. Rahm, stationery manager of the Japan Co., who has recently returned from Europe. The complete assortment will be on display at the Philadelphia offices in the Witherspoon Building.

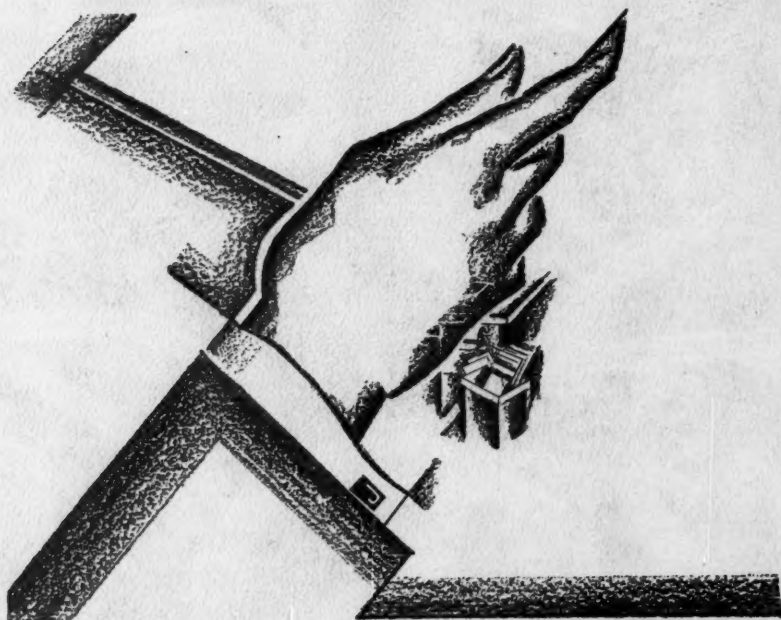
**Fancy Papers:** The Harry M. Crammer Co., 161 Devonshire St., Boston, Mass., has just issued several new folders of fancy papers for box coverings, etc. "Alberta Design" is shown in a modernistic design in five colors and also white on a white background; "Alberta Kraft" is shown in the same design but on various colored backgrounds; "Embossed Mica" is another folder containing 13 samples of attractive embossed paper in a beautiful assortment of colors. Another folder contains fancy printed and embossed box cover







## NEW PAPERS—BY COLLINS



The NEW box paper creations designed by Collins will flash your impression of smartness and modernity—swiftly and surely. > You will want to see and test for yourself the possibilities of the new PASTELS and the MODERNE papers made in shades of White, Buff, Pink, Blue and Green.

> We suggest that you write for the two new and completely revised sample books—The "Red Book" of Fancy Box Papers and the "Blue Book" of Standard Box Papers.

**A. M. COLLINS MFG. COMPANY**  
1518 WALNUT STREET    PHILADELPHIA, PA.

NEW YORK CITY—DOMESTIC MILLS PAPER CO.  
555 W. 27th Street

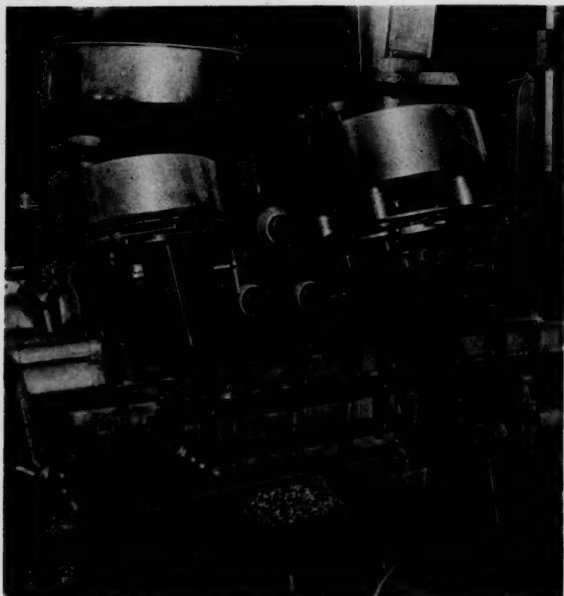
BOSTON—HENRY L. GOODMAN  
110 High Street

CHICAGO—A. M. COLLINS MFG. CO.  
Conway Building

PACIFIC COAST—ZELLERBACH PAPER CO.







## ANOTHER AUTO-PACK

## GET UP CLOSE

to an "Auto-Pack." The closer you get the more apparent become the fine details of construction which make the production records of the "Auto-Pack" a goal to aim toward.

Consider the filling and measuring mechanism. As accurate as a chronometer, each part is tooled to a precision finish which insures perfect operation under any conditions.

No wastage here . . . nor at any other point when you use an "Auto-Pack."

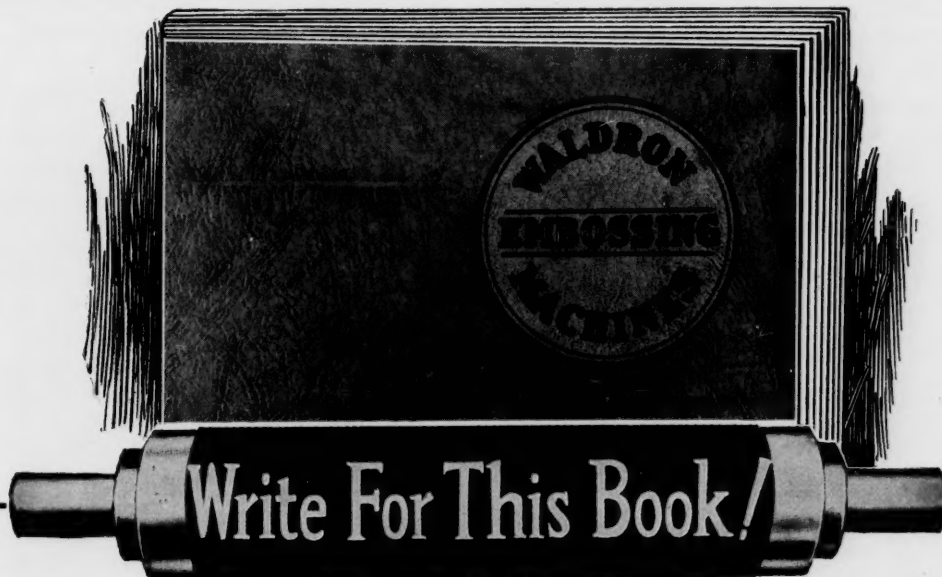
### Automatic Packaging Machinery Company

Nashua, N. H.

Selling Agents

Gibbs Brower Co.

261 Broadway, New York, N. Y.



IT explains the usual embossing difficulties and how modern methods overcome them. It explains exclusive features in machine design and roll construction that make possible the economical production of embossed patterns and finishes that actually lift a product above the commonplace. A condensed text book on the modern embossing methods that every paper converter should have. A request on your business letterhead will bring a copy without obligating you.

### JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS—NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.



papers on colored backgrounds with flower design in white, and also in pure white; there is a folder of fancy papers, distinctive, attractive and moderately priced, in an embossed design, overprinted in gold; and another booklet showing fancy papers in a wide selection of colors in basket weave with a flowered allover design in white. "Crystalline" embossed papers is an attractive brochure of 16 handsome shades including black and white, red gold and yellow gold.

**Box Coverings:** Charles W. Williams & Co., 303 Lafayette St., New York, has issued several folders of new decorative papers. "New Art Tone" is shown in two folders including "Celestial Motif" which is in a variety of ten color combinations and "Silhouette Motif" which is in eight different tones. Both are modernistic in design and attractive in new colorings. "Art-Box-Tone" is a new series of box coverings issued in two folders in pastel shades with four different water-marked designs. "Art-Box-Tone" in tapestry finish is shown in eleven pastel shades. "Mellowtone Junior" is in seven pastel shades in watermarked flowered design.

### Three-Fold Results in Automatic Cartoning

(Continued from page 50)

#### COMPARISON OF HAND WRAPPING AND CARTONING COST VS. TRIPLEX AUTOMAT FOR ONE-POUND, QUARTER-POUND, AND HALF-POUND PRINTS

1. Hand method taken at conservative average production for single wrapping and cartoning.
2. As observed at Page Dairy on Triplex Automat, giving the double, or wet and dry individual wrap, and cartoning.

#### Conditions of Comparison Stated:

Daily production of 10,000 lbs. butter to be wrapped and cartoned in one pound packages in the following proportion: 30% pounds; 60% quarters; 10% halves.

Production	Hand Wrapping (per 8-hour day)	Triplex Machine (pounds per hour)
Maximum in pounds.....		4800
Maximum in quarters.....		1800
Maximum in halves.....		2880
Average in pounds.....	1200	3600
Average in quarters.....	600	1350
Average in halves.....	900	2100

#### Hours Operation Required Per Day:

Pounds: 3000 lbs. ÷ av. rate.....	20.0	0.84
Quarters: 6000 lbs. ÷ av. rate.....	80.0	4.44
Halves: 1000 lbs. ÷ av. rate.....	8.9	0.48
Total running time.....	108.9	5.76
Three changes of 10 min. each.....		0.50
Total hours operated per day.....	108.9	6.26

#### Annual Machine Wrapping Cost:

Charged off books in 2 yrs: \$9760.00 ÷ 2.....	\$4,880.00
Average interest at 6%.....	439.20
Repair and maintenance (estimated).....	150.00
Power—300 days x (0.84 x 5.76) kw.-hr. at \$0.04.....	58.00
Labor—300 days x (2.5 x 6 1/2 hrs.) at \$0.35.....	1,706.25
Total annual machine cost.....	\$7,233.45
Average cost per cwt. on 3000 M lbs.....	\$ .241

#### Hand Wrapping Cost:

Total annual cost = 300 x 108.9 x \$0.35.....	\$11,434.50
Average cost per cwt. on 3000 M lbs.....	\$ .381
Savings effected per year.....	\$4,201.00
Net annual return on investment.....	42%

### We Interview Prince Matchabelli on Packages

(Continued from page 30) some way of knowing just what would please her next week or next year we would soon be wealthy but, alas, there is no way of knowing that, so we must constantly change our packages. However, all the packages used in merchandising my products possess a common mark of identification—the coronet. This mark identifies my products and prevents confusion with other perfumes."

"ONE of my bottles shaped like a coronet is entirely covered with gold. It is not the sort of a bottle that anyone would throw away, even after the contents have been used, and so the lovely lady keeps it on her dressing table where it is a constant reminder of the perfume it at one time contained. In this way it attains a prominence and advertising value that it would be impossible to buy. The whole secret of selling expensive perfumes is to suggest by their packages luxury and exclusiveness. This we have done through the use of bottles of unusual shape, decorated in color, boxes covered with gold and silver papers and lined with velvet, and the constant use of the coronet as a trade mark. All these methods suggest an exclusive product and create an impression of wealth and luxury in the mind of the beholder."

### Aluminum Containers in Canning

(Continued from page 40) mained constant.

Director Kloumann stated that when that stage should be reached, the matter referred to could be arranged by long-time contracts. He also stated that there is an over-production of aluminum at the present time and strong competition. Also that iron scarcely can go any lower than it now is while aluminum has been declining steadily in price.

Mr. Schouw of the National Canners' Association thought the aluminum containers attractive and advantageous and he especially noted the lightness in weight. He believed it would not be feasible to replace tin containers entirely for a time, but recommended that experiments be continued with particular reference to the aluminum containers' resistance to blows, jars, etc., in the factory and during transit. The large factories would find the decorated aluminum boxes to be of some importance but it would be difficult for the small producers to get away from the paper labels. Also it should also be kept in mind that in some countries there are regulations stating the weight, etc., on the container and it might be difficult to replace the paper label on this account. Otherwise he was much attracted by the proposition and was of the same opinion as Consul Torgrinsson with respect to costs.

Director Kloumann informed the meeting that experiments as to the resistance against blows, jars, etc., had been made and that the question as to the most suitable alloy had been solved. With regard to resist-



---

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**F**OR more than a quarter century  
McLAURIN-JONES Box Cover-  
ings and Linings have been  
paramount in coloring and design.

"Gypsy Stripes," No. 13768, is one  
of the many attractive "Ware" de-  
signs. The stripes run the 20 inch  
way on a 20 x 26 sheet, or length-  
wise in roll. Supplied in 26 inch rolls  
or sheets of any size from this width.

*We will be pleased to forward  
full working sheets upon request.*

**McLAURIN-JONES CO.**  
**BROOKFIELD                      MASS.**

**McLAURIN-JONES CO.**

**Brookfield, Mass.**

Please send us your sample folio G. S. for our files.

Firm Name.....

Attention.....

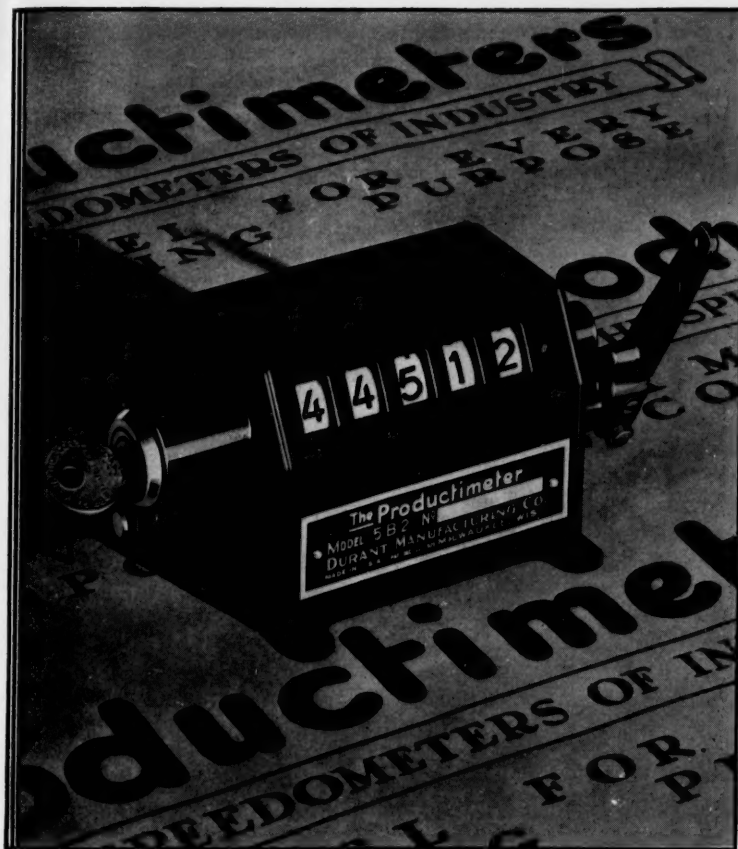
Street.....

City.....

State.....

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## They "tell on" your Machines

**PRODUCTIMETERS** recording daily volume on important production machines tell you quickly and plainly what these machines are doing. They make it easy to figure exactly the ratio of raw to finished product, determine costs, discover faulty or underproductive units, estimate container requirements and other important production control data.

Built in various models—to fit washing, filling, sealing, packaging machines, on conveyor systems, box and package making machines; to count cases, boxes, bottles, cans, jars, cartons, barrels, packages of every size and style. Model illustrated is Productimeter 5B2, general service counter which can be locked against unauthorized resetting.

We assist you to make proper installation. Write for complete information and tell us what you wish to count or check.

**DURANT MFG. COMPANY**  
625 Buffum Street,  
Milwaukee, Wis.

*Representatives in Principal Cities*

**Productimeters**  
THE SPEEDOMETERS OF INDUSTRY



**T**O THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY  
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND  
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT  
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED  
TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT  
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN  
IRREDUCIBLE MINIMUM.

**FORT ORANGE PAPER COMPANY**  
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data  
in the  
PACKAGING CATALOG

BOSTON



ance while in transit, it was stated that plans were being made for canning certain quantities of brisling and moss in aluminum so that further reports would be available for next season.

## The Package of the Month

(Continued from page 39) the tacks. On each small package is printed a tack of the same size and style as those contained in the package. The tacks are rust-resisting and sanitary and are blued, presenting a smart appearance. Each carton contains eight packages of tacks, all of the same size and style.

The side view of the carton, when set up, has also a high degree of salesmanship and carries its message to the consumer in a forceful and convincing manner.

The package meets all the qualifications of the package of the month in that it is attractive, unusual and modern in design. The colors—bright green, black and white, combine to produce the effect of newness. It is compact and the tacks are securely packaged, insuring safe and economical shipping and handling. Each separate package of tacks has a tack of the identical size and style of those inside stamped on the top so that it is not necessary for the customer to open the packages. A high degree of legibility is afforded by the lettering because of the contrasts of black on white and white on bright green.

A package of tacks in color is an innovation. Even a tack has to be "dressed up" in these days of competition in order to sell. Here color plays its part in merchandising. These green, black and white packages have real sales appeal.

The Bakatax package advertises its contents. The name is significant, the design calls attention to the contents, the color scheme tells the purchaser that here is something up-to-date, and the tack which appears on the carton and on each individual package tells its own story in its own way.

## Uncle Sam Mobilizes Retail Stores for Scientific Packaging

(Continued from page 38) higher ups, but of their own accord, the clerks and wrappers in a number of stores have formed the habit of discounting the possible return of goods by withholding the original container.

The plan works in this way: An article packaged in a spectacular or distinctive container is received at the packing room or wrapping counter for preparation for local delivery. Assuming that the original package helps the resale of the article or that it will be demanded by any purchaser, either as a premium or badge of genuineness, the employee proceeds to play safe. If he has reason to fear that the merchandise will be returned by the customer he cautiously removes the original container, sets it aside against possible future need, and sends out the article in a plain wrapper or ordinary utilitarian container. Uncle Sam's experts question whether, in any event, a store is justified in depriving a

manufacturer of the sales-appeal of his package. But the worst of the situation, as it exists, is that clerks in most stores are literally in a panic over the possibility of "returns" with the result that they are holding out on special packaging forms to a disgraceful degree. Uncle Sam has said that he would not make recommendations in this package project. But if he does kick over the traces it will be to warn store executives that they must rid employees of the "returned goods complex;" compel them to package goods to stay sold; and allow primary packagers to have the full benefit of the momentum which they have given their goods by favorable package environment, even if it be necessary to requisition extra containers to repackage "returned goods."

## The Package Aids the Doctor

(Continued from page 35) then arranged in wooden trays and removed to a labeling machine. The bottles are sealed with gelatin caps and packed by hand into cartons for shipping.

Thus, throughout the entire plant, every phase of the manufacture and packaging of its products is given the most careful treatment. A. H. DeWitt, production manager, believes that this ideal of painstaking thoroughness can only be attained by a knowledge through working experience on the part of the plant superintendent of every detail of the manufacture of the products—from the time they leave the laboratory to the finished package which goes out to the druggist.

The "Roche" plant is always open to members of the medical profession and it is part of the "Roche" educational plan to impress upon the doctor the care with which the products are manufactured and packaged. They do not advertise to the laity, but rely wholly on the prescription of the physician for all their sales. Efficient production and modern packaging methods make it possible for the "Roche" company to keep pace with the demand of the medical profession, and to meet the most rigid requirements of this profession for thoroughly reliable drugs for prescription use.

### EQUIPMENT AND SUPPLIES

Sterilizing machine: Karl Kiefer Machine Co.  
Filling machine: Karl Kiefer Machine Co.  
Capping machine: Capem Machinery Corp.  
Labeling machine: Edward Ermold Co.  
Glass bottles: Whitall Tatum Co.; Owens Bottle Co.  
Crepe wadding: Kimberly-Clark Co.  
Shipping cases: Sefton Mfg. Co.  
Cartons: Sefton Mfg. Co.  
Corks: Armstrong Cork Co.  
Labels: La Pidus Printing Co.  
Gelatin caps: Parke, Davis & Co.

THE Warren Parchment Co., Dexter, N. Y., has filed a voluntary petition in bankruptcy in the United States District Court at Utica showing unsecured liabilities of \$167,959.76, secured liabilities of \$57,000, and unpaid taxes amounting to \$35,445.53. The mill property and water power rights held by the firm are valued at \$276,990.56.

## HAVE YOU A PRODUCT TO FILL IN TUBES?

**L**ET us do the filling and packaging for you, at less cost than you can do it yourselves. You don't have to install expensive equipment or worry about production problems. Our modern plant will attend to all the details of your packaging and make prompt deliveries to supply your markets.

We have been doing this work for 14 years and can refer you to many satisfied customers who are saving thousands of dollars in overhead costs.

Send us a sample of your product and let us quote you prices on filling and packaging.

**THE TRADE LABORATORIES, INC.**  
**NEWARK, NEW JERSEY**

## FOR FIBRE CANS WITH METAL TOPS



Fibre Cans, with  
Fibre, Metal  
or Special Tops  
for Spices, Drugs,  
Powders, Coffee,  
Chemicals, etc.  
Mailing Tubes  
Winding Cores  
Mailing Cases



**SEFTON NATIONAL FIBRE CAN CO.**

3275 Big Bend Boulevard, Maplewood, St. Louis, Missouri

THE powdered drug, food product, and other users of fibre containers will find the Sefton National Fibre Can Co. not only a reliable source of container supply, but a fibre can producer alert to every opportunity for co-operation in improving basic sales and utility values of the package. Without obligation to you, our package engineers will welcome the opportunity of analyzing your package problem. Any Sefton recommendation is certain of adequate support on the practical questions of price, quality and service. Include Sefton co-operation in your next consideration of a package problem on fibre cans with metal tops, or any of the related fibre container products.

AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

## *Tight, Siftless, Dustproof Cartons*

Sealed securely,  
lastingly, and  
economically  
with



## **CARTON SEALING GLUES**

Ideally adapted to the individual requirements of Johnson, Pneumatic Scale, Ferguson, Triangle, and other carton sealing machines.

### *Other Mikah Adhesives:*

**WRAPPING GUMS  
BOX MAKING GLUES  
LABELING PASTES  
CASE SEALING GLUES  
BOTTLE LABEL GUMS  
TIN PASTES**

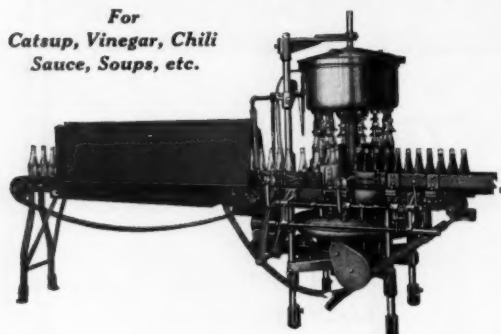
## **NATIONAL ADHESIVES CORPORATION**

Executive Offices: NEW YORK

**WORLD'S LARGEST PRODUCER  
OF ADHESIVES**

## THE STANDARD FOR TWENTY-ONE YEARS

For  
Catsup, Vinegar, Chili  
Sauce, Soups, etc.



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Snider Packing Corp.  
Dominion Cannery Ltd.  
Libby, McNeill & Libby  
Harbauer Company  
Quaker Maid Company,  
Inc.  
Reid, Murdoch & Com-  
pany  
Van Camp Packing Com-  
pany

Jersey Tomato Products  
Co., Ltd.  
Vitavac Process Corpora-  
tion  
Redwing Company, Inc.  
P. J. Ritter Company  
E. Pritchard, Inc.  
Greenabaum Bros., Inc.  
Beechnut Packing Com-  
pany  
Wayne County Produce  
Co.

*There Are Hosts of Others*

**HALLER ROTARY FILLERS**  
have been the standard of the  
industry for the last twenty-  
one years.

The leading plants are using  
from two to thirty-seven units  
each because they have found  
they pay for themselves. See  
partial list below.

The standard for the past twenty-one years  
**HORIX MANUFACTURING COMPANY**

Manufacturers of "Haller" Hand and Automatic  
Filling Machines

Corliss Station, PITTSBURGH, PA., U. S. A.

UNIFOIL is a covering  
paper made of real  
metal . . . sparkling and  
rich in appearance . . .  
flexible and easy to  
handle. Offered in a  
wide range of colors and  
embossings. Write for  
booklet, working-sheets  
and prices.

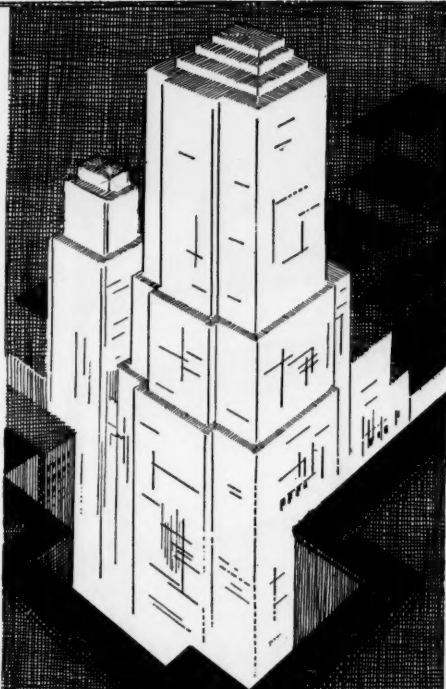
## MASTER METAL UNIFOIL BOX COVERS

*"for better boxes  
for better goods"*

**REYNOLDS METALS CO., INC.**  
LOUISVILLE, KY.

212 Fifth Ave., New York

345 Ninth St., San Francisco



#### BRAND NAMES

Brand names have substantial property value which it is important to protect and owners of them are sure to prosecute any infringement. It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence. Consult our Trade Mark Bureau. The service is free.

## The MODERN TREND in DESIGN ▲▲

Styles in packages, like styles in architecture, are constantly changing. "U. S." Labels and folding boxes keep up with the modern trend.

There is no problem in merchandising more vital than proper packaging. "U. S." salesmen are experts on all phases of this subject.

Let us be your package counsellors.

### The UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI

BROOKLYN

BALTIMORE

110 Beech St.

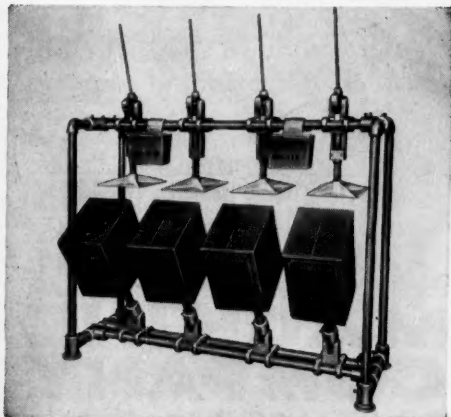
101 N. 3rd St.

28 Cross St.

*Color Printing Headquarters.*

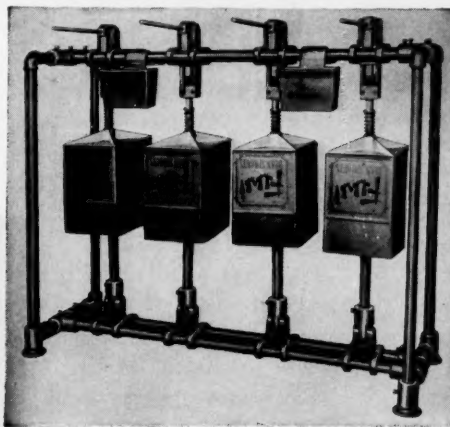
## Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed

Leased on  
Yearly  
Rental  
Basis—or  
Sold  
Outright



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

**HARMON SEALER, Inc.**

4017-19 West Lake St.

Chicago, Ill.



# ... for Vinegar

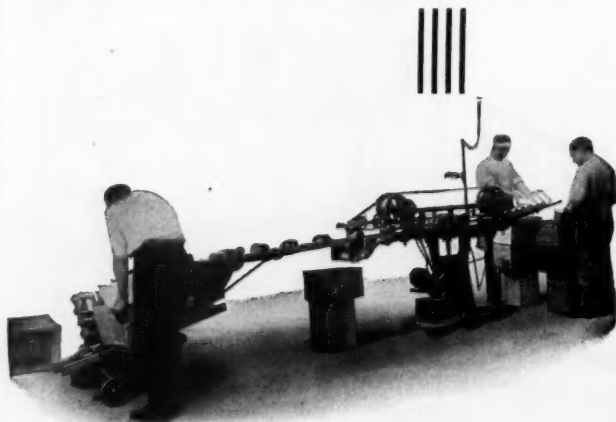
This special acid-resisting U. S. Siphon Filler . . . . Equipped with PFAUDLER acid-resisting enamel tank . . . Filling tubes are 99% pure nickel . . . guaranteed to give continuous excellent performance in vinegar filling . . . .

Special Style No. 10 is priced at \$275.00. Write at once for complete description.

**U. S. BOTTLERS MACHINERY CO.**  
**BOTTLING & PACKAGING ENGINEERS**  
4015-4031 NORTH ROCKWELL STREET  
CHICAGO



## AS EASY AS ROLLING DOWN HILL



**T**HE difficult problems of labeling and casing are non-existent to the user of Burt Labelers and Casers. Working on Tin, Glass or Fibre, Burt Machines are capable of reducing labor costs and production time to a point beyond your fondest expectations.

Let's tell you more about the Burt line . . . no obligation, of course.

**BURT**  
**MACHINE**  
**COMPANY**  
BALTIMORE .... MD.

**M**ANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

**I N M A N**  
**MANUFACTURING CO., INC.**  
**AMSTERDAM, N. Y.**

**THE  
 WORLD'S  
 TALLEST  
 HOTEL**

**New Addition  
 Gives MORRISON  
 2,450 Rooms**

**Chicago's**

**MORRISON HOTEL**  
 COR. MADISON and CLARK STS.

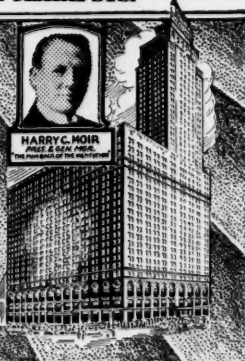
Already the tallest hotel in the world, the Morrison is destined to become the world's largest and tallest. A new addition, containing 500 rooms, is now under construction—made necessary by an ever increasing demand for Morrison Service.

**Radio Set  
 in Every Room**

No effort is spared to make each guest's stay most pleasant. Rooms rent for only \$2.50 up, yet every room is outside with bath, running ice-water, bed-head lamp, telephone, Servidor and radio set.

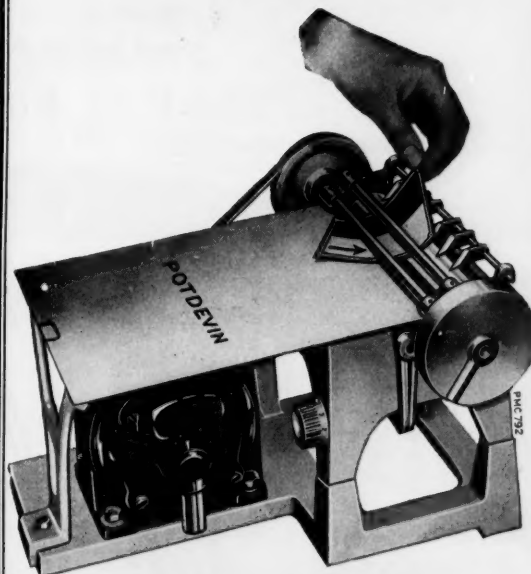


**HARRY C. MOHR**  
 PRES. & GEN. MGR.  
 THE MORRISON OF THE WORLD



**Nearest Hotel  
 in the City to  
 Offices, Stores, Theatres  
 and  
 Railroad Stations**

**30%  
 LABOR SAVED**



**POTDEVIN  
 LABEL GLUERS**

Paste your labels with the *Potdevin Labeler*—each one will have the proper thin film—no paste spread at edges, no lumps, no blisters or wrinkles.

Paste coating accurately controlled. Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

**MAIL COUPON for FREE TRIAL without obligation**

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

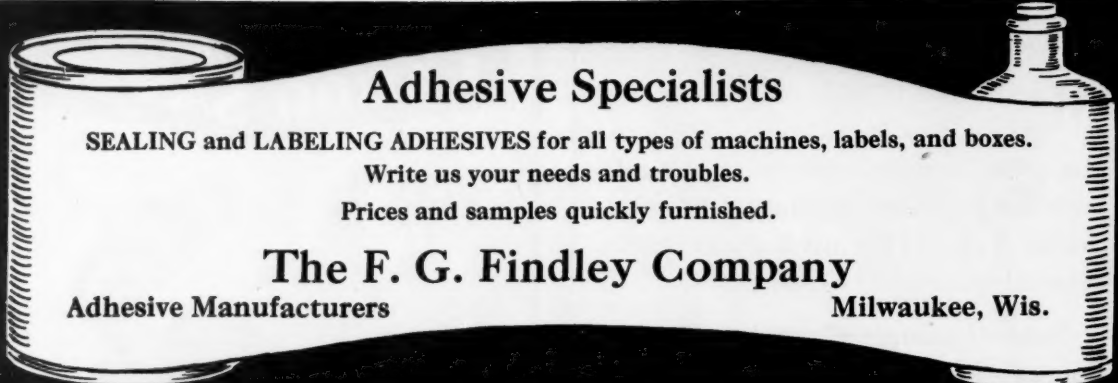
- ☐ 6" wide Paster, hand driven.....\$35.00
- ☐ 6" wide Paster, with motor complete.....\$60.00
- ☐ 12" wide Paster, with motor complete.....\$100.00

**IMPORTANT:** State current & volts for motor  
☐ A.C. ☐ D.C. ☐ 110 V. ☐ 220 V.

Name.....

Address.....

City..... State.....



**Adhesive Specialists**

SEALING and LABELING ADHESIVES for all types of machines, labels, and boxes.  
Write us your needs and troubles.  
Prices and samples quickly furnished.

**The F. G. Findley Company**

Adhesive Manufacturers Milwaukee, Wis.



*Specify*

*Gaylord Liners*

WHEN ORDERING  
**CORRUGATED OR SOLID FIBRE  
BOXES**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES ~ SAINT LOUIS



## How Much Do Your Partitions Cost ?



Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.  
All sizes of partitions completely locked—will not fall apart.  
One man operation.  
Speedy, efficient and economical.  
You can reduce the cost of your partitions by its use.  
Full particulars on request.

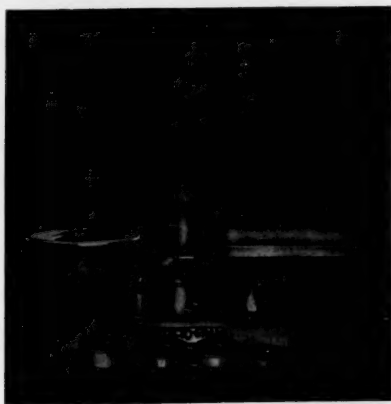
**PARTITION MACHINERY, INC.**

569-589 E. Illinois St.

*Formerly Self-Locking Machine Co.*  
Cable Address: SELF-LOCK, CHICAGO

Chicago, Ill.





## YOUR PACKAGES DON'T LEAK! HOW ABOUT YOUR PROFITS?

**M**ANY manufacturers who are doing a good packaging job with a good product are unknowingly allowing their profits to "leak away" because of faulty weighing equipment. Make a careful investigation of the condition of your scales. See if they guard *every* ounce of your merchandise and *every* penny of your profits.

Then investigate the new improved Detecto-gram. Its dial and pointer show 1/32nd of an ounce as large as most scales show 1 ounce, thus making it impossible for even the most inexperienced employee to give overweight. Its trouble-free movement assures long life and freedom from inner breakage. Genuine agate bearings and hardened tool-steel pivots reduce friction and wear to a minimum.

Detecto-gram accuracy immediately stops all profit leaks and soon pays for itself. Send for catalog showing complete line today!

## DETECTO-GRAM HAIRLINE ACCURACY SCALES

THE JACOBS BROS. CO., INC.

Scale Makers Since 1900  
36-40 Walton Street, Brooklyn, N. Y.  
New York Showrooms 318 Greenwich Street  
Representatives in all principal cities

## Three reasons why you should use

# SilverStitch

Reg. U. S. Pat. Office

1. Its accuracy in temper, width and thickness assures smooth running in the stapling machine and uniform, clean-cut staples.
2. The galvanized finish resists rust much longer than the ordinary copper-wash coating and eliminates rust spots on inside containers.
3. Continuous length (one-piece) five and ten pound coils permit uninterrupted production.



A sample coil of SILVERSTITCH, which we shall be glad to mail to you free, will show why SILVERSTITCH is growing so popular. Send for it today.

**ACME STEEL  
COMPANY**

General Offices  
2832 Archer Ave., Chicago



## FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

**R. C. CAN CO.**

121 CHAMBERS ST. ST. LOUIS, MO.



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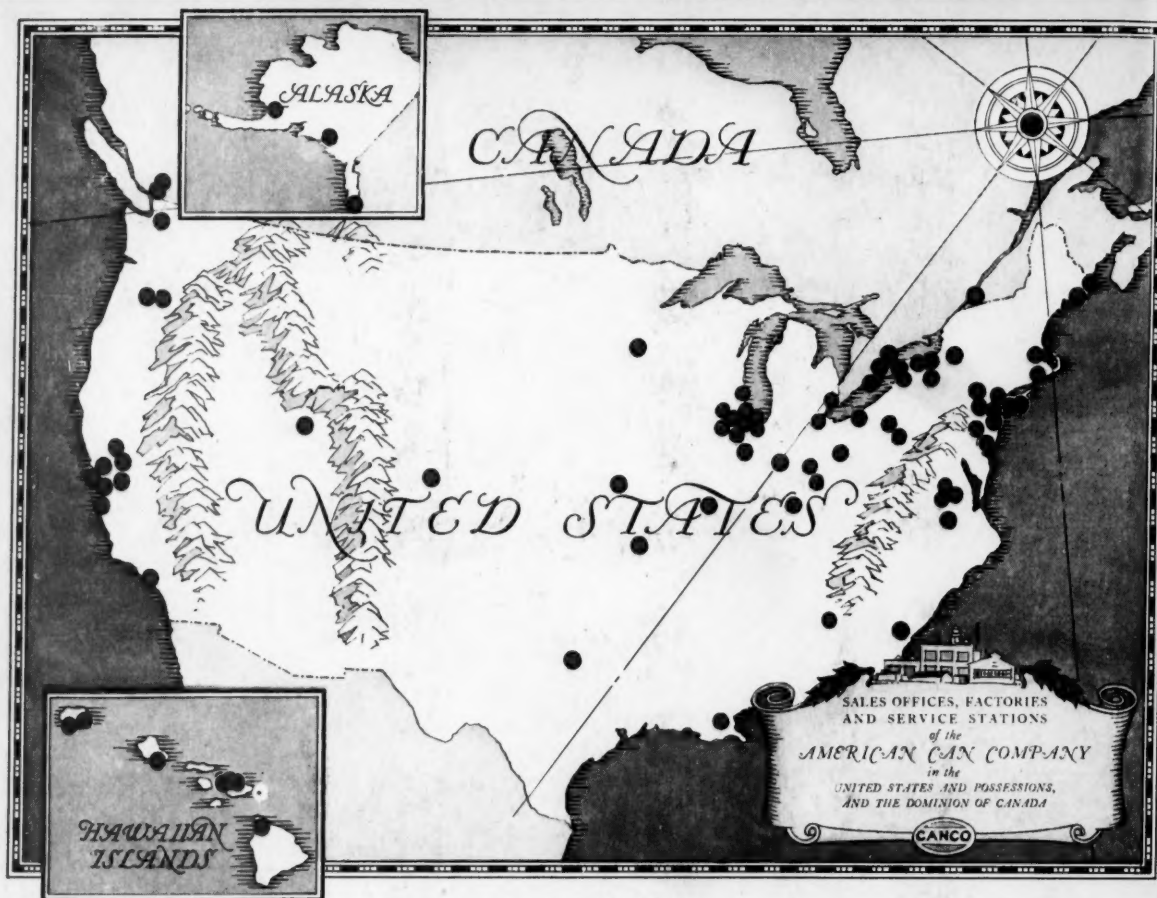
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 Made by Wirz, you know you are receiving the  
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## Where there is industry . .

**W**HEN new customers are kind enough, as they so frequently are, to tell us how much they appreciate Canco service and how surprised they are to find that we do so much more than simply supply them with cans—we can't help being more than a little surprised ourselves. You see we keep forgetting that Canco is unique in its field—we forget that not every can-user even expects a fraction of what seems to us his normal due.

Perhaps what the American Can Company offers is a bit extraordinary—yet consider the facilities for service we have at our disposal. Plants available to industry all over the face of the continent. Sales offices peppering the map in cities of every size. Research laboratories in California and in Maywood, Illinois. Service stations located strategically and within your very easy reach. Hundreds of service men motoring the highways to bring the facilities of Canco into your very plant.

With all these far-flung centers of co-operation—with all these plants, this equipment, these men—what a funny thing it would be if Canco service weren't a bit superior—how strange if it were anything less than best.

We like to think of the American Can Company as a partner to industry—serving an industrial empire greater than the world has ever known. And through the years we have done all in our power to equip ourselves for that post.

Because prompt deliveries are vital, we have built our plants to serve every important center—but more than that, we have geared ourselves up to serving a giant continent: Serving it not only with fine containers in any quantity,

but with understanding, with research, with expert knowledge and help.

We seldom think of this, somehow, as *selling* of a very forceful kind. We think of it rather as an attempt to fulfill a giant purpose—the accomplishment of an ideal.

What we offer to users of cans may well be expert selling—of that we are not quite sure. But what we do know is that it is shrewd and expert buying on the manufacturer's part to affiliate himself with an organization like this. We have said it often, and we repeat it here again, there's a lot more to buying cans, than just the cans themselves.

When you do business with the American Can Company you put at your disposal the resources and facilities of an organization which, in its field, has given new meaning to service—a company which has grown as industry has grown: In size, in ability, in knowledge and experience and scope.

# AMERICAN CAN COMPANY



